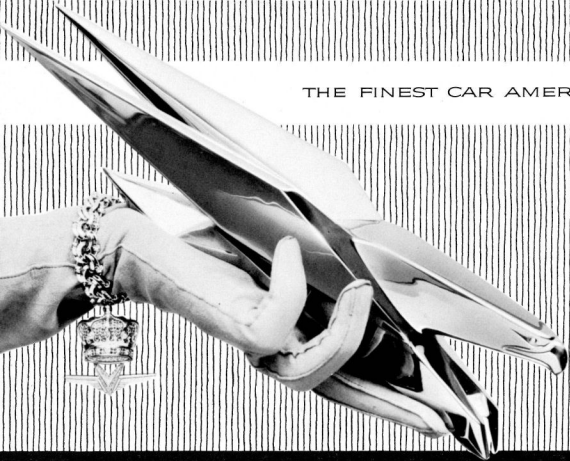


THE FINEST CAR AMERICA HAS YET PRODUCED...



THE BEAUTIFUL

Imperial Newport

BY CHRYSLER



HERE is the most thrilling car in America today — the Imperial Newport, by Chrysler — a thrilling car to drive — a thrilling car to own.

The Imperial Newport is a distinguished car — distinctive in its beauty of line and the superb quality of its handcrafted coachwork. Likewise, it is distinctive in its thrilling performance, safety, comfort, and unbelievable ease of control and handling.

No other car in the world offers such features as the FirePower V-8 Engine, with Hemispherical Combustion Chamber; full-time Power Steering, Power Brakes; new fully automatic transmission; electric window lifts; electric front seat adjustment; and many others.

Before you buy any other car, drive the Imperial, by Chrysler, and learn the vast difference there actually is in *fine cars*.

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THE BEAUTIFUL

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ENGINE — FirePower High-Compression, V-8. Brake Horsepower, 312 foot-pounds at 2000 revolutions per minute. Compression ratio, 7.5 to 1. Hemispherical Combustion Chamber, with overhead, lateral valve arrangement. Waterproof Ignition. Oil Filter. Resistor-type Spark Plugs. Dual-throated Carburetor with integral automatic choke.

FUEL SYSTEM — Dual-throated Downdraft Carburetor with integral, automatic choke and water-jacketed throttle body. Oilite fuel filter in gas tank. Capacity 20 gallons.

COOLING SYSTEM — Thermostatic by-pass control. Four-bladed fan. Fin-and-tube radiator core. Full-length water jackets. Pressure vent radiator cap. Capacity 25 quarts.

ELECTRICAL SYSTEM — High-capacity generator, 50 amperes. 19-plate, 6-volt battery, 135 ampere-hour capacity. Waterproof ignition. Resistor-type Spark Plugs. Back-up Lights. Directional Signals. Map Light. Ignition key starter switch. Sealed-beam Headlights. Electric Window Lifts. Floor lights automatic with opening of doors.

TRANSMISSION — Completely new; *completely automatic* torque-converter type.

DRIVE — Hotchkiss type, through rear springs. Hypoid rear axle. Ratio, 3.54 to 1.

FRONT SUSPENSION — Independent front wheel suspension, with Amola Steel, helical coil springs. Two Oriflow shock absorbers in front and two in rear. Four rubber limit bumpers.

REAR SUSPENSION — Semi-elliptic springs, with grooved and tapered leaves. Wax-impregnated, permanently lubricated liners. Straddle-mounted Oriflow shock absorbers.

STEERING — Center-arm steering, with equal length tie rods. Steering ratio, 20.4 to 1. Chrysler full-time Power Steering available at extra cost.

BRAKES — Chrysler Safe-Guard Hydraulic, with Power Braking unit that is vacuum-operated (Standard Equipment). Brake diameter, 12 inches. Two cylinders on each front wheel brake. Cyclebonded brake linings. Parking Brake — Chrysler Easi-Lock, independent, internal-expanding brake, located on the propeller shaft at the rear of the transmission.

BODY FINISH — Baked enamel — the finest, most lustrous, and most durable finish in the Industry.

WHEELS AND TIRES — Safety-Rim Wheels, 15 x 6.00, with 4-ply Super Cushion White Side-wall tires, size 8.20 x 15. Chrome Wheel Covers. Chrome-plated Wire Wheels available as extra equipment.

WHEELBASE — 131½ inches.

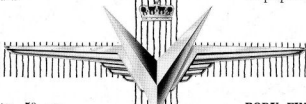
TREAD — Front, 57-3/16 inches. Rear, 60½ inches.

OVER-ALL LENGTH — 217 inches.

OVER-ALL WIDTH — 76½ inches.

OVER-ALL HEIGHT (Loaded) — 64½ inches.

All specifications and prices are subject to change without notice.



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