



IMPERIAL

IMPERIAL

Finest expression of the Forward Look





THE IMPERIAL FOUR-DOOR SOUTHAMPTON

SUPERBLY STYLED

in a modern motif
of brilliant originality

Following a personal preview of the Imperial for 1957, an artist and designer of national prominence made the very complimentary statement that the Imperial was "the most consummately designed and superbly styled automobile" that he had ever seen, either here or abroad.

We appreciate this expert appraisal of the car very much, and naturally, we are in complete agreement. However, what is more important is our sincere hope that you, too, will heartily agree after you have had your personal preview of the new 1957 Imperial through the illustrations and descriptions found on the following pages.

THE LUXURIOUS INTERIOR of the Southampton is color-keyed in a rich medium blue Basket Weave fabric and light blue Metallic Vinyl in a smart two-tone effect to harmonize perfectly with the Regatta Blue and Cloud White two-tone exterior paint combination.

THE CURVE of the new Super-Scenic Windshield blends perfectly with the roof line and the rear window to give the upper structure of the car a long, graceful, unbroken line from front to rear.



The Imperial is superbly designed, not only in its dramatic concept of the Forward Look, but also in the integration and balance of the beauty of line of every component part to create a car that has the originality, the fine designing that is so characteristic of the classics of art, sculpture, and architecture.

You have not seen—and, we believe, will not see any car, either in America or Europe, that has the distinctive, superb styling of the Imperial Four-Door Southampton illustrated on the opposite page. Many have said

that "it is the most beautiful car" that has ever been designed. This is surely a broad statement, because what is beauty to one is apathy to another, inasmuch as beauty is a matter of personal taste and preference. So we will leave this decision to your own discriminating taste.

However, before you turn to the next page, notice the graceful line of the windshield, the arching roof, and the rear window. Note also the richness of the interior, the style of design, and the roominess. And

study carefully the illustration below, because there are many noteworthy design features—the gun-sight taillight, now integrated in the canted, up-sweeping rear fenders; the new assimilated rear deck tire mount; the extraordinary vision through the large rear window; the gracefully sloping rear deck and massive rear bumper design.

There are many other design features of superb styling, both on the exterior and the interior of the Imperial, that are illustrated and described on the following pages.

THERE WILL BE no mistaking any other car in the world for the Imperial, because no other car has the exclusive, dramatic, ultra-modern styling as exemplified in the illustration of the Imperial Two-Door Southampton as you see it from the rear.





THE NEW Dual Headlights permit easier control of light patterns—one set for city driving, and both sets for country driving. Optional on the Imperial Crown and LeBaron—special equipment on the Imperial.



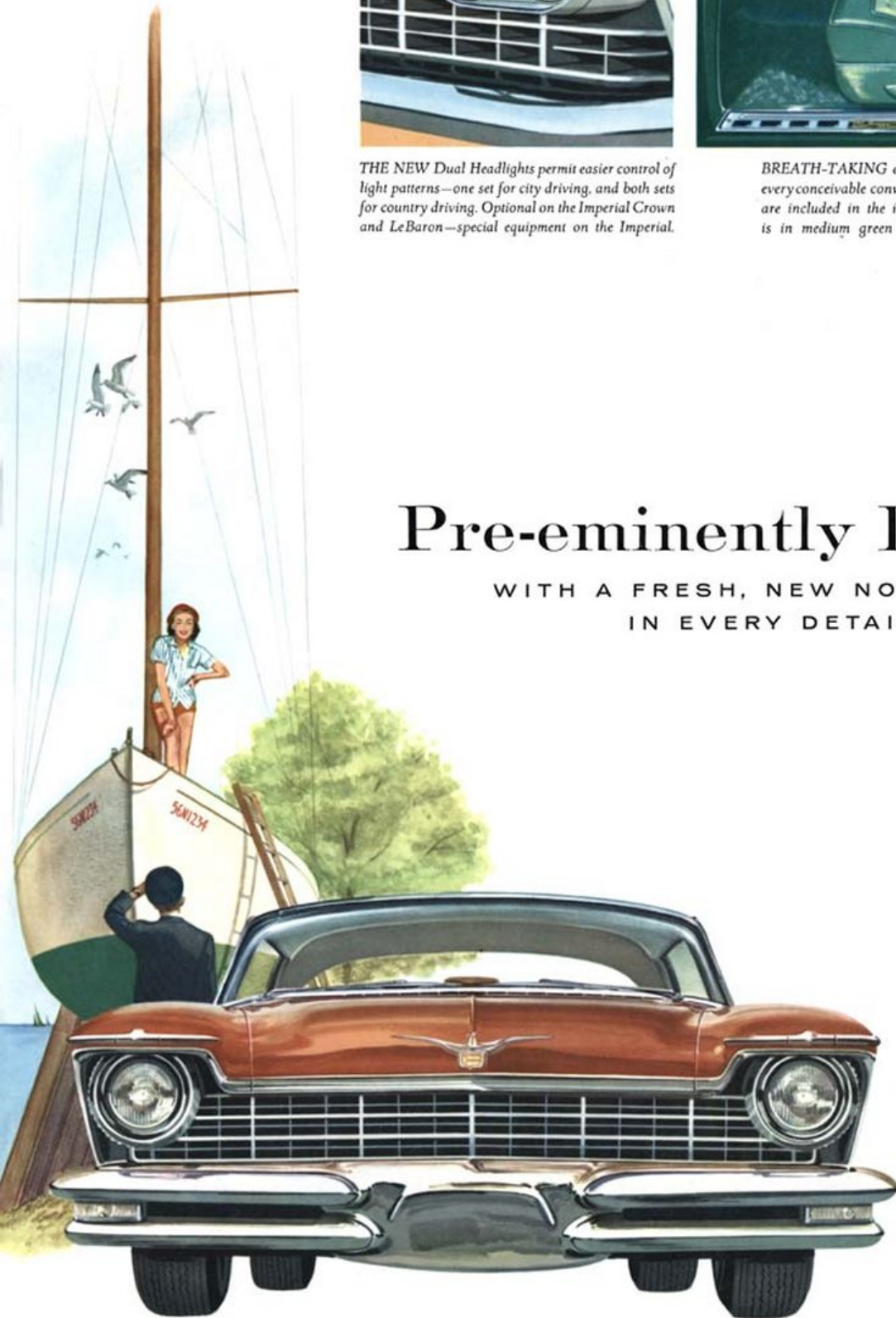
BREATH-TAKING elegance, living-room comfort and spaciousness, and every conceivable convenience for the well being of the driver and passengers are included in the interiors of the Imperial. The Sedan interior above is in medium green Snowflake Brocade and dark green Twist fabric.

Pre-eminently Distinctive

WITH A FRESH, NEW NOTE
IN EVERY DETAIL OF DESIGN

The Imperial is not only different in design from all of the other beautiful Chrysler Corporation cars but also from all other cars built either here in America or abroad. It has a distinctive individuality all its own—one that we believe will be widely appreciated by those who have tired of the striking similarity of most cars today.

An entirely new concept of car suspension has given the designers greater freedom. The car is more than three and one-half inches lower—only fifty-seven and one-half inches high; less than five feet!—and yet there is generous headroom, and even greater visibility, because of the increased glass area in front, on the sides, and through the broad, wrap-around rear window.





THE IMPERIAL FOUR-DOOR SEDAN

The front-end design gives the feeling of unlimited power and a low, close-to-the-road silhouette of graceful lines and contours. The broad, flat hood; the wide, slightly arched front fenders; the massive headlights; the striking new grille and bumper design that accentuates the width of the car; and the low, beautifully proportioned roof-line, with the curved side sections, all combine to make the Imperial front-end one that will be easily recognized, and, we believe, greatly

admired for its *distinctive beauty* of design.

It might be said that the distinctive design and superb styling of the Imperial is even more pronounced and exclusive in the beautiful lines of the car when you view it from the side and the rear. The dramatic tail fins flow smoothly forward into the body, ending slightly below the belt line, giving the upper body structure the appearance of nesting between the fins. The lowered belt line continues forward in an unbroken

line from the rear of the car to the tip of the front fender, giving the car the look and feel of motion and fleetness.

The long, sloping rear deck, flanked by the long, upward-sweeping, outward-inclined rear fenders; the new rear-window design with greater glass area; the gun-sight taillights integral with the fenders, and the new wrap-around bumper design, all combine to make the rear-end a piece of beautiful design—entirely different from any other car.

THE IMPERIAL TWO-DOOR SOUTHAMPTON





THE IMPERIAL CROWN CONVERTIBLE

Excitingly Smart

WITH EXCLUSIVE CHARM AND GOOD TASTE THAT WILL BE APPRECIATED BY THOSE WHO LOVE FINE POSSESSIONS



ILLUSTRATED ABOVE is a section of the left front door panel showing the new door handle, built-in arm rest, and the electric window lift control panel that operates all four windows.

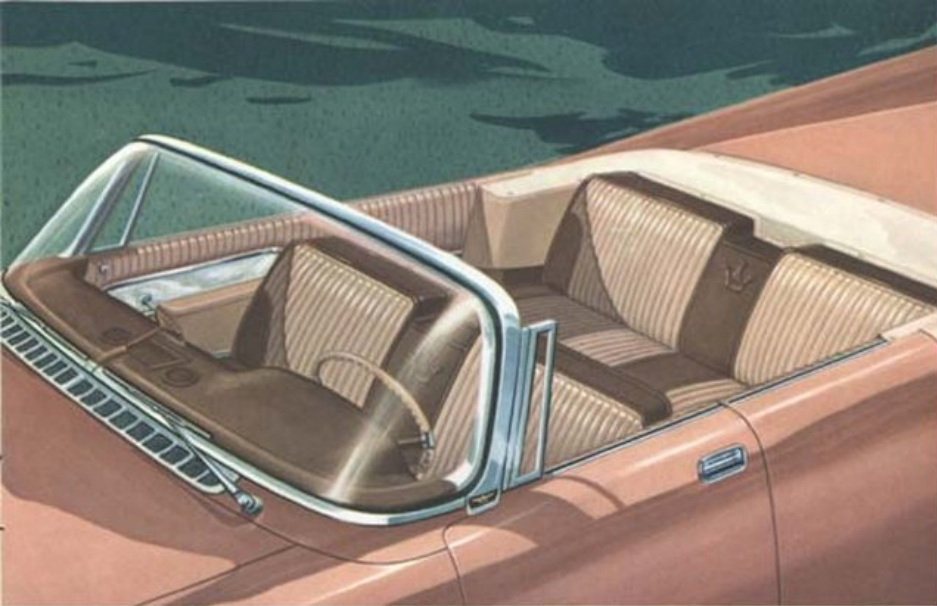
The exclusive design; the beauty and charm; the look of fleetness, power and graceful motion in the Flight-Sweep styling of the Imperial, find their fullest expression in the Imperial Crown Convertible.

It is not beyond the realm of probability that the Imperial Crown Convertible will be widely acclaimed as the smartest, most stunning car of 1957—a "vintage car" to be talked about in the years to come.

Smart individuality is but one of its many charms. Beneath that wide, slick hood is one of the finest engines ever designed—FirePower—the airplane-type engine with Hemispherical Combustion

Chambers; surplus power for an emergency, and a thrilling, new kind of performance we believe you will find *unequaled* in any other car, regardless of its origin.

And, too, beneath the classic lines of that beautiful body is a chassis that has many noteworthy new engineering features. Among these are an entirely new suspension design, which includes torsion bar front springs; the amazingly smooth, quiet, and fast Torque-Flite Transmission; Full-Time Coaxial Power Steering, and a braking system that is more than adequate to handle *safely* the increased horsepower and performance of the Imperial power train.



THE CONVERTIBLE interiors are smartly styled with Ripple Boucle and metallic leather. Also available as special trim is fine grain leather and metallic leather in a beautiful two-tone combination. Power windows and 6-Way Power-operated front seat are provided for the convenience of the driver and passengers.

Several of the many other features of the Imperial are illustrated and briefly described on this page, but we want to call your particular attention to the Instrument Panel shown at the bottom of the page.

Directly in front of the driver, unobstructed by a horn ring, are the deeply recessed instrument clusters. The speedometer on the left, and the fuel, temperature, and oil-pressure gauges on the right can all be easily read at a glance. The Push-Button Drive Selector is located on the left side of the instrument-cluster hood. The Starter Button has been integrated with the Neutral Button (N) so that after the ignition is turned on, a single operation puts the transmission in neutral and starts the engine.



THE WELL-KNOWN Imperial Gun-sight Tail-lights have been designed as an integral part of the tall, outward-flaring rear fender styling—another distinguishing, new design-note of the Imperial.



THE PUSH-BUTTON Drive Selector panel is conveniently located to the left of the steering wheel, out of everyone's reach except the driver. The five buttons are illuminated for night driving.



THE NEW SAFETY steering wheel features a deeply recessed spoke that is leather covered and heavily padded with sponge rubber. Convenient hand grips and chrome thumb rests are included.

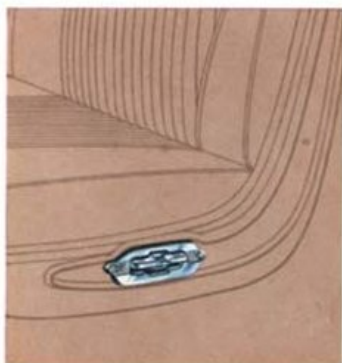




THE IMPERIAL CROWN FOUR-DOOR SOUTHAMPTON

Exquisitely Appointed

TO SATISFY THE DISCRIMINATING TASTE OF THOSE FOR WHOM THE IMPERIAL
WAS ESPECIALLY CREATED AND DESIGNED



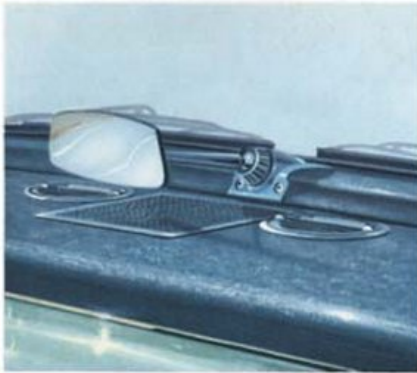
The 6-Way Power Seat Control

Quite naturally, you would expect the Imperial, with all of the originality and beauty of line that identifies and distinguishes it from all other cars, to have exquisitely appointed interiors of equal quality and distinction. And, we believe, you will find you were right in this assumption.

First, we would like to call your attention to the illustration of the Four-Door Southampton shown above. And, incidentally, as a matter of record, the hardtop body style was another "Engineering First" of ours that was first introduced in 1946.

One of the outstanding features of the Imperial four-door hardtop is the roominess and comfort that is not found in similar body styles of other makes. It has the spaciousness of the Sedan, with plenty of headroom, legroom and elbowroom. The doors open wide so that you can get into and out of the car easily and gracefully.

Also, the thin roof line and increased glass area in the windshield that wraps around both top and bottom, and the big rear window enhance the feeling of the open-air freedom of the convertible.



THE DOORS are wide for easy entrance and exit and the door panels are beautifully styled to harmonize with the interior.

THE REAR view mirror, radio loud speaker, and dual heating and windshield defroster units are located in the center of the dash panel.

THE CENTER arm rests are great comfort features, for both city and country driving. When space is needed for another passenger, the arm rest folds into the seat back.

THE CONSERVATIVE elegance and good taste of the Imperial interior styling will be appreciated in this smart, subdued two-tone interior of the exclusive medium gray Ripple Boucle and light gray Metallic Leather.

The interiors of the different body styles have the charm and beauty of a finely appointed home. Everything is in perfect harmony, in impeccable taste, and combined with this luxurious appearance is comfort and roominess, and a long list of appointments that make driving and riding in an Imperial a source of constant pleasure, satisfaction, and enjoyment.

Rich fabrics and fine leathers are, artistically and skillfully tailored over soft, deep, yielding cushions of thick foam rubber, both on the seats and the seat backs.

In both the Imperial Crown Sedan and the incomparably smart Crown Four-Door Southampton, shown on the left, there are folding center arm rests in both the front and rear compartments.

On the floor is a luxurious deep-pile carpeting in a color that harmonizes perfectly with the interior color scheme.

The front seat is power-operated to quickly attain the most comfortable driving position. It has 6-way adjustment, moving, easily and quickly, forward and backward, up and down, and the seat can be tilted through an angle of 18 degrees.

The Safety Dash Panel, heavily cushioned with foam rubber, extends the entire

width of the car—a safety feature of great protection to front seat passengers.

The large Glove Compartment on the right of the dash panel is equipped with a lock, and is automatically lighted.

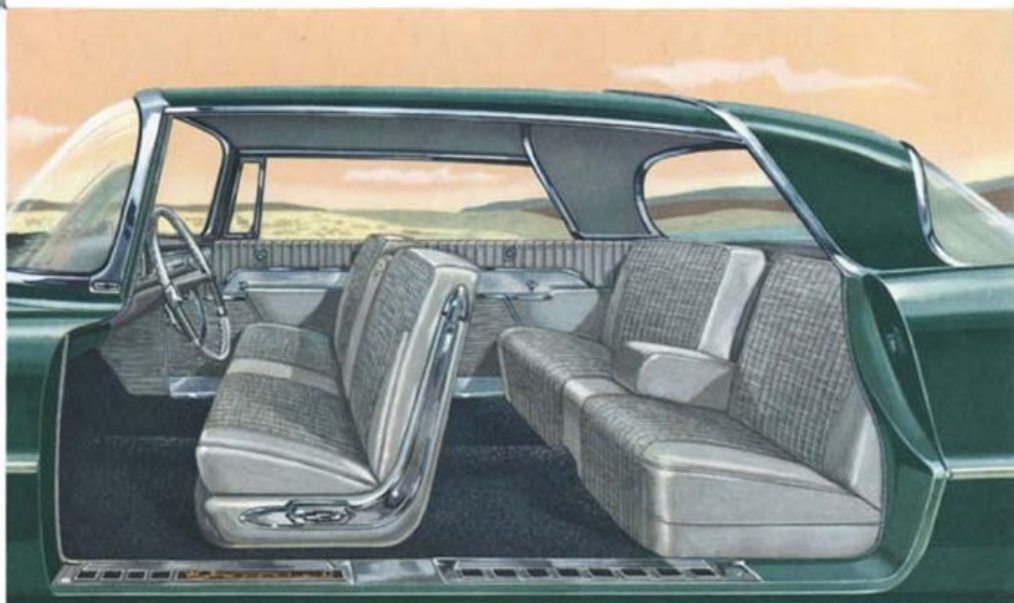
The new lever-type inside door handles are recessed into the door panel above the built-in arm rest. The airfoil shape of the handle fits the hand perfectly. Pull backward to open, and push forward to lock the Life-Guard door latch.

The arm rests also have a concealed storage compartment for small articles and valuables, the top being hinged for easy accessibility.

On the Imperial Crown and the LeBaron, the windows are power operated—electrically, with a separate motor and switch for each window, and the main switch, to operate all windows, is located beside the driver on the left front door.

The Crown Sedan and Four-Door Southampton, and the LeBaron have heavy chrome assist handles conveniently located on each side of the front seat side shield.

Other appointments and features, that contribute so much to your pleasure enjoyment and driving safety, are illustrated and explained on the following pages.





THE IMPERIAL

LE BARON

—the "Flagship" of the great Imperial "Fleet" of fine cars for 1957

The Imperial LeBaron—reminiscent of some of the beautiful custom-built creations of one of the foremost custom-body builders of the same name—was created for a very distinct clientele, and will be available only in limited numbers.

The LeBaron Sedan and Four-Door Hardtop retain, of course, all the superb, exclusive styling of the new Imperials. The beauty and charm of the Flight-Sweep design, and the excellence of the engineering and performance are the same in the LeBaron as they are in the other Imperials. The LeBaron's distinction lies in the ultra-conservative design and decor of the luxurious interior of the car; in the long list of standard equipment features; and in the several distinguishing marks of identification on the exterior of the car.

The interior has the finest fabric avail-

able. The color scheme is a conservative monotone in either gray, green, blue, or tan broadcloth. The style of trim and the rich appointments are exclusively LeBaron. All of which give the interior the conservative luxury and refinement demanded by those for whom LeBaron was created.

The LeBaron is available only in a solid color for the exterior paint, with a wide selection of twenty-one colors to satisfy the most discriminating taste.

On each side of the body, just above the chrome, sculptured lower body line, is a gold and black enameled nameplate bearing the distinguished name LeBaron. Special chrome wheel covers of an exclusive design are another distinguishing feature.

The exclusive Imperial LeBaron could, very appropriately, be called "America's most distinguished car."





THE HEADLIGHTS, located beneath the airfoil-like brows projecting from the fender, are housed in massive chrome cylinders having a powerful, functional look. The Directional Signals and Parking Lights are recessed between the floating bars of the massive, wrap-around front fender.

ANOTHER DESIGN innovation of the Imperials is the curved upper body structure with curved glass in the side windows, which maintains the smooth flow of body lines from the bottom of the side sill to the top of the roof, giving the car a low, compact, sculptured look. The side window frames on all Sedans are satin-finished aluminum—a new style note.

Notably Superior

*IN THE EXCELLENCE OF ITS ENGINEERING . . . THE EXCLUSIVENESS OF ITS DESIGN . . .
AND THE INDIVIDUALITY OF ITS PERFORMANCE*



THE INTERIOR of the Imperial Crown Sedan shows, in every minute detail, the skillful touch of the color stylist and the expert designer.

Custom-designed and custom-built, the Imperial takes its place among the fine cars in the world today, with every assurance of its inherent, genuine worth and its rightful place of leadership.

It is, obviously, not a price-built car, but a car of priceless quality, built with infinite precision, consummate skill, and admirable patience.

Its rich, conservative charm and good taste, both inside and out, are so reminiscent of those custom body creations of the famous coach makers of an earlier generation.

It is a car anyone would be proud to own because it is so much at home with, and so much a part of those to whom fine possessions are a matter of course, and price a matter of secondary, or little consequence.



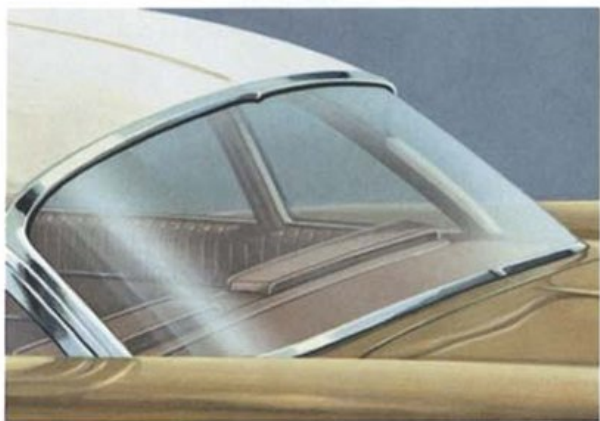
THE IMPERIAL CROWN SEDAN

You will find, in the Imperial, the rare combination of superb designing and excellent engineering—*designing* that results in a distinctive individuality of appearance and refinement—and *engineering* that results in a thrilling performance that is just as distinc-

tive, so that in the Imperial, you have a fine possession that *looks* and *acts* the part.

It is easy to make claims of superiority, and, if you are unfamiliar with the Imperial, you will probably think these claims are exaggerated. However, we will be delighted

to let you drive the Imperial yourself, for as long and as far as you want, because we are confident that the car will *more than substantiate* any and every statement we have made about its superiority of design and engineering. Won't you call us for an appointment?



THE EXCEPTIONALLY large rear window affords the driver better visibility in the rear view mirror. Outside left rear view mirror is available.



THE NEW "double wrap-around" windshield has 54% more glass area, which increases visibility in virtually all directions—a great safety feature.

Extraordinarily Satisfying

—WHICH ASSURES YOU UNLIMITED DRIVING
PLEASURE AND A DEEP PRIDE OF OWNERSHIP

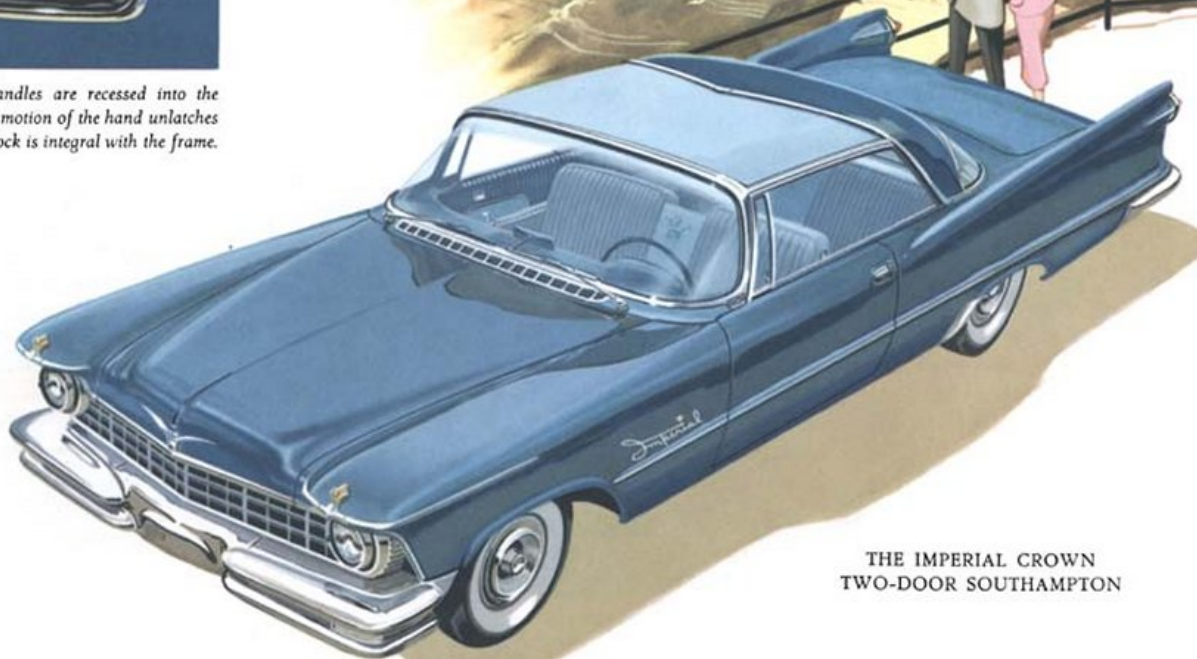
Like other Imperial owners, you will discover that the Imperial is *extraordinarily satisfying*—and this satisfaction will give you a driving pleasure and a pride of ownership that you will enjoy, more and more, as you experience, behind the wheel, the results of the superb engineering and craftsmanship of this unusual car.

You will, we are sure, get great pleasure

and joy out of the seemingly unlimited power of the Fire-Power Engine. It is so smooth and quiet you hardly know it is running. It has amazing fleetness at all speed ranges. It has surplus power—to pass anything at any time—a great safety feature. And, of equal importance, it has the dependability, long life and economy that is characteristic of this extraordinary engine.



THE NEW SAFETY door handles are recessed into the body. An upward and outward motion of the hand unlatches and opens the door. The door lock is integral with the frame.



THE IMPERIAL CROWN
TWO-DOOR SOUTHAMPTON



The new Torque-Flite Transmission, with the Push-Button control, will be of tremendous satisfaction to you, for many reasons. It gives the car such amazing performance—at the getaway, in traffic, in the mountains, on the bad roads, and on the thru-ways. It is so smooth and quiet you never know when it automatically shifts. And it is so easy to operate, with the control panel conveniently located on the dash panel. It is "fool-proof" and, being mechanically operated, there is little likelihood of anything going wrong with it. It is, admittedly, the finest fully automatic transmission yet developed.

Another great feature you will delight in is the Full-Time Power Steering, which is standard equipment on all Imperials.

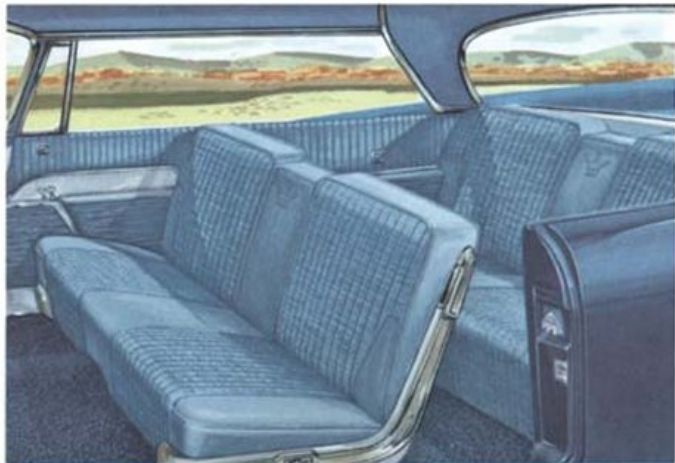
If you have never driven an Imperial with Power Steering you simply will not believe how easy, how effortless it is to park the car, and guide it through traffic and around the curves and corners, which is practically all you do because so little effort has to be exerted on the steering wheel.

This wonderful mechanism—another "Engineering First" we are very proud of—does four-fifths of the work of parking and steering the car. It gives you such absolute control of the car—such perfect "road feel" and driving confidence that driving again becomes a real pleasure. Be sure to compare our Full-Time power steering with other mechanisms that require manual effort until a fixed pressure has been exerted.

The braking system, the sensational new Torsion-Aire Ride, a new concept in car suspension, and other features which make the Imperial so extraordinarily satisfying, are explained on the following pages.



THE NEW 14-INCH Super-Soft-Cushion Rayon tubeless tire is a larger, softer tire, with greater air volume and lower pressure. It improves riding qualities; provides safer control, greater stability and riding comfort.



ONE OF THE UPHOLSTERY selections available on the Imperial Crown Two-Door Southampton is the luxurious medium blue Silver Ripple Boucle and the light blue Metallic Leather two-tone combination illustrated above.



THE REAR DECK has large storage space. The spare tire is mounted flush with the floor and has a carpet cover to protect luggage. The floor has a rich gray carpeting. And the torsion bar hinges make opening and closing of the deck lid an easy matter. Compartment is automatically lighted when lid is opened.

Consummately Engineered

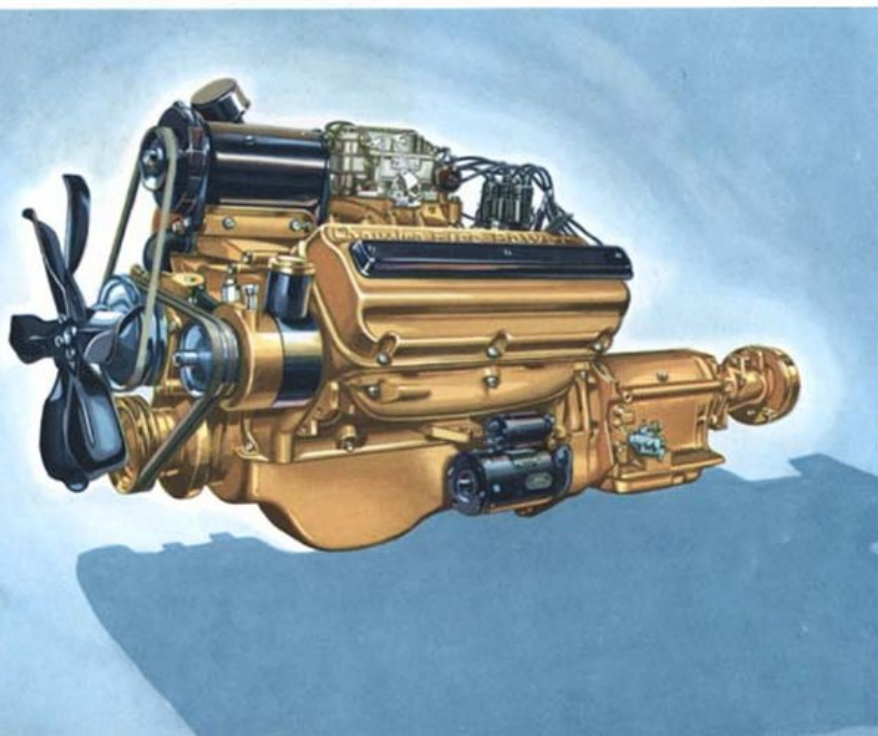
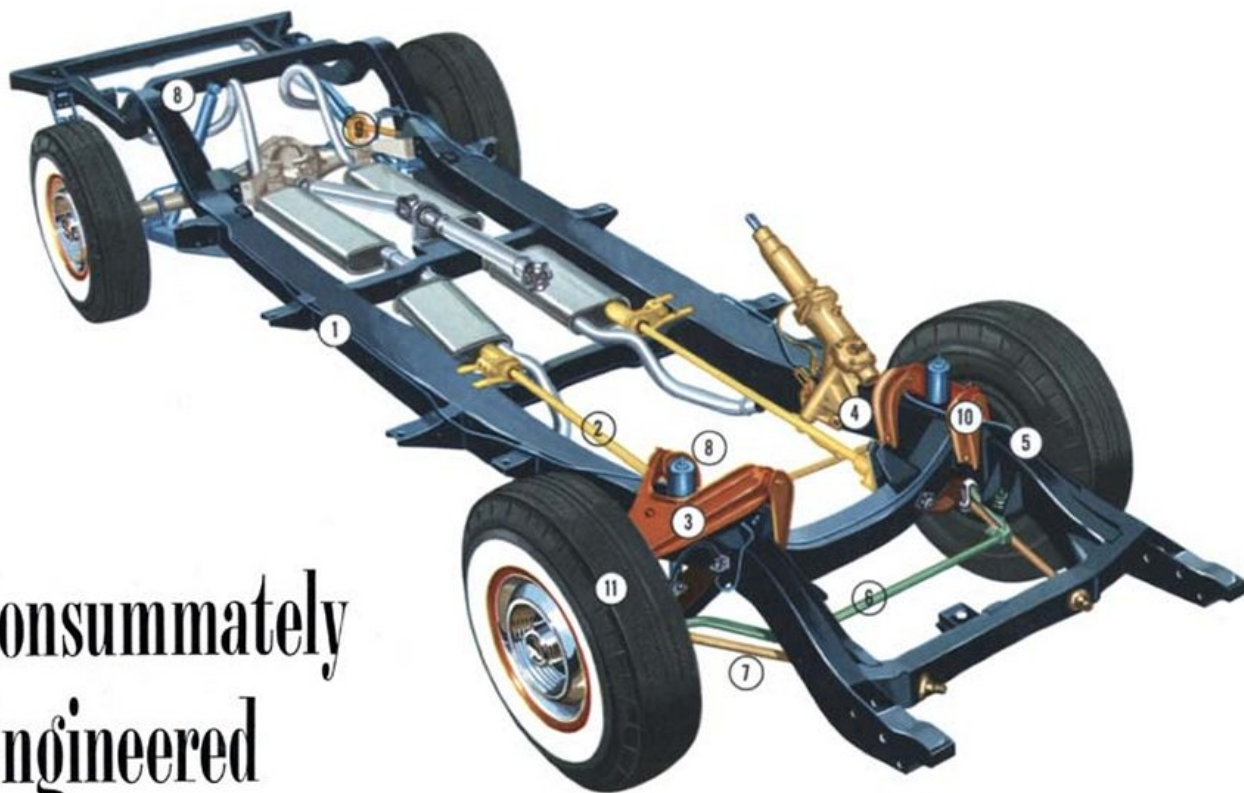
FOR UNEXCELLED PERFORMANCE

There has been a very noticeable trend to the Imperial among those who have always driven fine cars, of both foreign and American make. And, we are of the opinion that this preference for the Imperial is due largely to the excellent performance which

has made the Imperial a car of world-wide prominence and importance.

Two great new engineering features on the 1957 Imperial give greater importance, and, we believe you will find when you drive the car, greater superiority to the per-

formance of the Imperial. These two new outstanding engineering features are the truly sensational Torsion-Aire Ride and the fully automatic, three-speed Torque-Flite Transmission which has remarkable efficiency, quietness, and smoothness.



← THE AIRPLANE-TYPE FirePower V-8 engine and the new Torque-Flite fully automatic transmission, with Push-Button control, above, are the greatest power train in any fine car in the world today.

the work. The first step is to cut the ring and shape it to the appropriate dimensions a good fit over the

to achieve a smooth fit. The second step is to cut the ring to the appropriate length. The third step is to cut the ring to the appropriate width. The fourth step is to cut the ring to the appropriate thickness. The fifth step is to cut the ring to the appropriate shape. The sixth step is to cut the ring to the appropriate finish.

There are several methods for measuring the dimensions of a ring. The most common method is to use a ring sizer. This device consists of a series of rings of different sizes that can be slipped over the finger to determine the correct size.

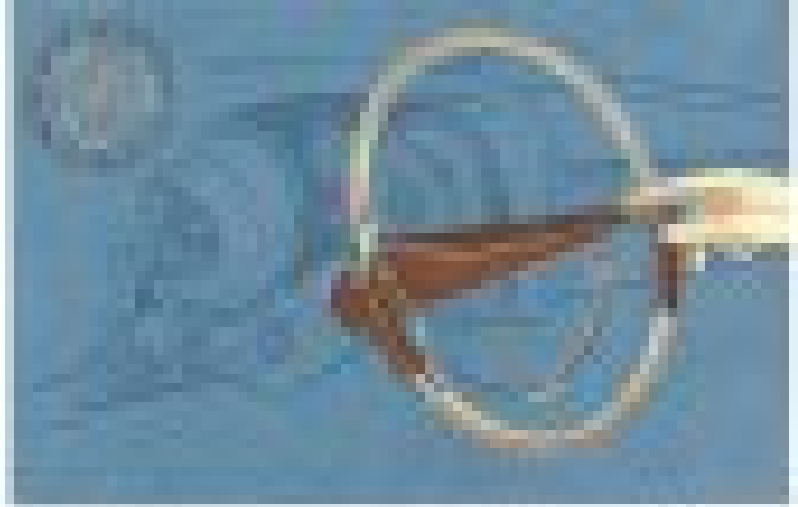
Measuring the Ring

The first step is to measure the finger. This can be done by using a ring sizer or by measuring the finger with a string. The string should be wrapped around the finger and held in place by the thumb. The length of the string is then measured and compared to the size of the ring.

After the size is determined, the next step is to measure the width of the ring. This can be done by using a ring gauge or by measuring the ring with a string. The string should be wrapped around the ring and held in place by the thumb. The length of the string is then measured and compared to the width of the ring.

The next step is to measure the thickness of the ring. This can be done by using a ring gauge or by measuring the ring with a string. The string should be wrapped around the ring and held in place by the thumb. The length of the string is then measured and compared to the thickness of the ring.

After measuring the dimensions, the next step is to cut the ring. This can be done by using a ring saw or by cutting the ring with a string. The string should be wrapped around the ring and held in place by the thumb. The length of the string is then measured and compared to the dimensions of the ring.



The ring is held in place by a clamp while the jeweler works on it. A small flame is visible at the point of contact with the tool.



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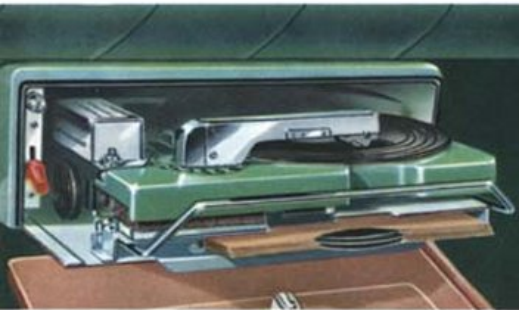
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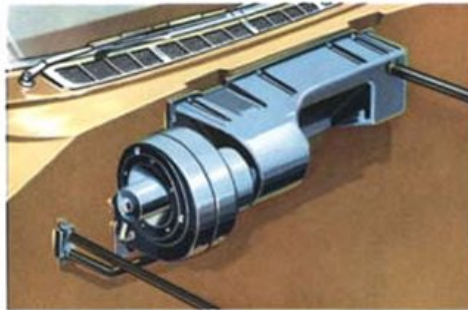
ANOTHER IMPERIAL design exclusive—an all-electric-controlled directional signal. The signal lights are controlled by a rocker switch that is located just below the Push-Button control panel. Merely push the R or L switch to signal right or left turn. Switch automatically turns off when the turn is completed.



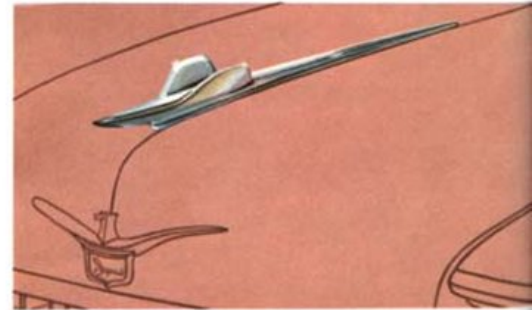
LIFE-GUARD door latches are one of the many Imperial safety features. They are designed to keep the door from flying open in case of an accident. Interlocking pieces of heavy gauge steel on the door and striker keep the latch and striker safely engaged.



THE HIGHWAY Hi Fi record player. Operates electrically thru radio loud speaker. The 16 $\frac{3}{4}$ rpm record plays for 45 minutes. A wide variety of records are available.



A COMPLETELY NEW, combined heating and air conditioning system with the entire unit mounted behind the dash panel. Ask for complete details about this.



A SCULPTURED rendition of the famous Imperial Eagle in a modern motif, finished in gleaming chrome, is available as a hood ornament on all Imperial body styles.

COMPLETELY DESIGNED

FOR YOUR COMFORT, CONVENIENCE,
SAFETY, AND PRIDE OF OWNERSHIP

We willingly recognize the glamour, and the genuine fineness of some of the outstanding cars of European make, but honestly, we doubt if there is a car built anywhere in the world that has *everything* the Imperial offers. Some of these far more expensive cars may excel in some ways, but in others, they are noticeably lacking when compared with the Imperial. Which leads us to believe the Imperial is the most *completely designed* car you will find *anywhere* for the comfort, convenience, safety, and pride of ownership of the man who buys and drives the car.

On the preceding pages, we have illustrated and explained many of these engineering and design features. More of them are shown on these two pages. And, there are still many others that

may seem of relatively little importance, but they all add materially to the inherent completeness, fineness, and quality of the Imperial that is so much appreciated by Imperial owners.

We cannot mention them all here, but, we would like to mention a few of these design features briefly, because they will give you a greater appreciation of the Imperial.

Lights are generously provided. There is a light in both the front and rear compartments that lights automatically when the doors are opened. There are back-up lights; a light in the luggage compartment that lights when the deck lid is raised; a warning signal light to show when your parking brake is on; a map light, and the lighted glove compartment.

If you have never carefully inspected and driven the Imperial, may we suggest that you do so at your convenience?

You will find that the Imperial *does have* a quality of performance that is quite different from any other car you have ever driven. This seems improbable, we will admit, because all cars have good performance; however, we are sure that behind the wheel of the Imperial—with its FirePower Engine, Torque-Flite Transmission, Torsion-Aire Ride, *full-time* Power Steering, and "Total-Contact" Braking system—you will have the most revealing, the most thrilling ride you ever experienced.



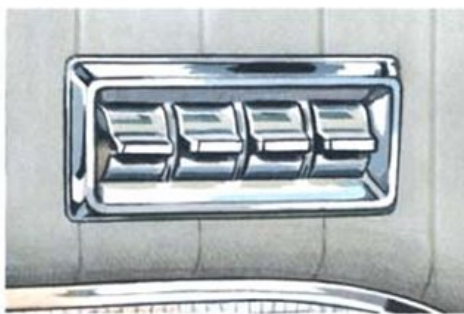
COVERING the entire top and bottom of the instrument panel is a safety cushion that is heavily padded with foam rubber to protect front seat passenger from severe injury in case of sudden stops or collisions. The restful non-glare quality of the leather-like covering reduces driver fatigue on long trips.



SAFETY-RIM wheels have been an important safety feature on the Imperial for many years. The small raised section on the wheel rim holds the tire securely on the rim in case of a blowout, permitting the car to be brought to a safe stop.



A NEW safety feature—the rear window Defroster, which keeps the window free of condensed moisture. Available on all body styles except the Convertible Coupe.



THE MAIN control switch for the electric window lifts is located on the door panel to the left of the driver, permitting the opening and closing of all the windows.



SOLEX GLASS, which absorbs the infrared heat rays of the sun, is available on all Imperials. It absorbs 55% of the sun's heat rays, making the car cooler.



THE SPACIOUS, lighted Glove Compartment is located on the right side of the instrument panel. It is embellished with the Imperial name in chrome and a gold crown.



AGAINST A RICH, brushed-aluminum background to the right of the instrument cluster is the radio control panel. Above is a map light operated by a switch.



A TOUCH of the foot on the toe-board control sends a stream of windshield cleaner on the glass and actuates the wipers, without turning on the wiper control.



SPECIFICATIONS

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BODY STYLES—*Imperial*—Sedan; 2-Door Southampton; 4-Door Southampton. *Imperial Crown*—Sedan; 2-Door Southampton; 4-Door Southampton; Convertible Coupe. *Imperial LeBaron*—Sedan and 4-Door Hardtop.

ENGINE—FirePower high compression 90° V-8, airplane-type, with Hemispherical Combustion Chambers and overhead, laterally inclined valve arrangement. Bore 4.0 in., Stroke 3.9 in. Piston displacement 392 cu. in. Compression Ratio 9.25 to 1. Brake horsepower 325. Slipper-type cam ground, steel band aluminum alloy pistons. Three rings per piston. Full pressure lubrication. Waterproof ignition. Silicon chromium steel intake and exhaust valves. Paper element air cleaner. Shear-type engine mountings. Full Flow oil filter. Twin exhaust system with two mufflers and two resonators.

FUEL SYSTEM—Four-barrel carburetor with vacuum-controlled secondary draft system. Integral automatic choke. Oilite fuel filter in gas tank. Tank capacity 23 gallons.

COOLING SYSTEM—Thermostatic by-pass control. Six-bladed fan. Fin and tube radiator core. Full-length water jackets around cylinders. Capacity 25 quarts (with heater).

ELECTRICAL SYSTEM—12-volt battery, 78-plate, 70 amp. hr. 30 amp. capacity generator. 14 mm "Long Reach" Resistor-type, Power-Tip spark plugs. Sealed Beam Headlights; Back-up Lights; Directional Signals; Map Light; Neutral Push-Button Starter; Electric Window Lifts and 6-Way Power Seat, *Imperial Crown* and *LeBaron* (available on *Imperial*), Electric, Variable-speed Windshield Wipers (with automatic Windshield Washer); Cigar Lighter, one in front and two in rear compartment; Electric Clock; Rear Compartment Light; Glove Compartment and Luggage Compartment Lights; Parking Brake Warning Signal.

TRANSMISSION—Torque-Flite—fully automatic torque converter, with 3-speed planetary gear set. Ratio 2.3 to 1. Torque converter gear ratios—1st gear 2.45 to 1; 2nd gear 1.45 to 1; 3rd

gear 1 to 1. Push-Button Control located on dash panel to left of steering wheel. Neutral Button used to start engine, after turning on ignition key.

DRIVE—Hotchkiss Drive through rear springs. Hypoid rear axle. Axle ratio 3.18 to 1 (2.92 to 1 in some flat areas).

SUSPENSION—Torsion-Aire—Independent front wheel suspension with torsion bar springs. Oriflow Shock Absorbers in both front and rear. Tapered-leaf outboard rear springs with interliners and rear axle strut.

STEERING—Full-time Coaxial Power Steering, with symmetrical idler-arm steering linkage. From full right to full left, only 3.3 turns of steering wheel.

BRAKES—New "Total Contact" hydraulic braking system, with Power Brakes and independent Parking Brake. Brake diameter 12 in. Two cylinders on each front wheel brake. Cyclebonded brake linings. Parking Brake actuated by foot pedal—released by control on dash panel. Red warning signal on panel.

WHEELS AND TIRES—New 14-inch, low pressure, Rayon Super-Soft-Cushion Tubeless Tires, 9.50 x 14. Safety Rim Wheels. Stainless Steel Wheel Covers. White Sidewall available (standard on *LeBaron*). Nylon White Sidewall Tires available.

DIMENSIONS—Wheelbase 129 inches. Front tread 61.9 inches. rear 62.4. Over-all length 224 inches. Width 81.2 inches. Height (loaded) 57.5 inches.

OPTIONAL EQUIPMENT (at extra cost)—Airtemp Air Conditioning; Solex Glass; Custom Condition-Air Heater; Instant-Heat Airplane-type Heater; Transistorized Electro Touch-Tuner Radio (with rear seat speaker, power antenna and foot control); Highway Hi Fi Record Player. Rear Window Defroster. Safety Seat Belts. Two-Tone Paint. Dual Headlights available on *Imperial*, optional (no extra cost) on *Crown Imperial* and *LeBaron*. Assimilated rear deck tire mount.

All Colors, Specifications, Equipment and Prices subject to change without notice and without any obligation on cars already built.

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