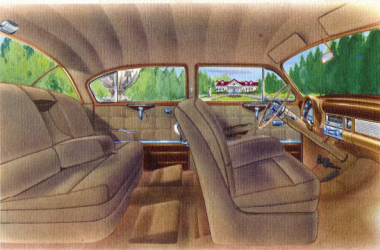




*nineteen hundred fifty three*

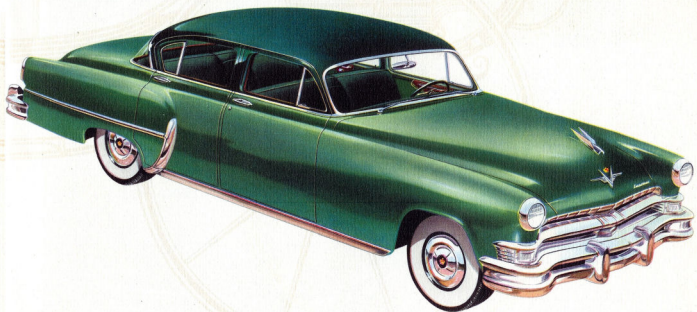


## The six passenger Custom Imperial sedan



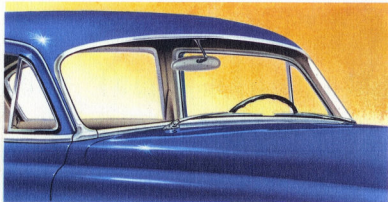
There is a conservative elegance and an exclusive smartness about the Imperial, by Chrysler, that will be sincerely appreciated by those who are gifted and trained in the art of judging finely between the good and the *best*.

The lines are beautifully designed and gracefully streamlined. Chrome embellishment is used in conservative good taste. The interiors are exquisite, with lavish appointments, handsomely executed. Everything conceivable for the comfort, safety, and well-being of the driver and passengers is included. And beneath this charming exterior are the finest engine, the longest list of notable engineering features, and the most brilliant performance to be found in any car today, whether built here in America or abroad.





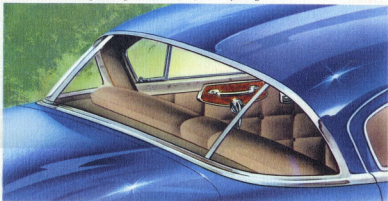
The windshield cleaners are electrically operated, insuring a constant speed, regardless of the engine speed.



The new, curved one-piece windshield is designed to eliminate distortion and glare. The dash panel deck behind the windshield is covered with a light-absorbent material that reduces reflections. The corner posts are narrower so as to give the greatest amount of visibility straight ahead and to the sides.



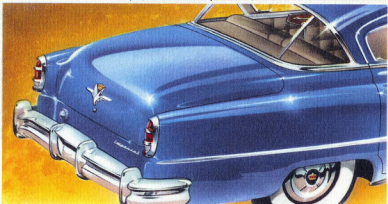
Securely anchored, chrome assist handles are mounted on each side of the back of the front seat.



The Chrysler-designed Clearbac rear window extends around both sides of the body, giving greater visibility to the rear and eliminating dangerous blind-spots. The top line has been lowered to conform to the new roof line, which enhances the beauty of the car and emphasizes its lowness.



Rubber-cushioned, leather-covered arm rests are conveniently located on each front door to provide greater comfort for the driver and passenger.



The rear deck ensemble is an excellent piece of styling and design. The flowing lines of the rear fender, the graceful curves of the deck lid, the massive bumper, the exclusive Crown and Winged F, and the Clearbac window, all combine to make a beautiful rear end that is distinctly Imperial, by Chrysler.



The new door design is exceptionally wide so you can get in and out easily. Noteworthy are the smart, custom styling and the wealth of appointments.



Chrysler Electric Window Lifts have a separate control and motor to operate each window. All windows can be controlled from the switch beside the driver.



A very much appreciated comfort feature of the Imperial is the wide folding center arm rest, and there is one in both front and rear compartments.



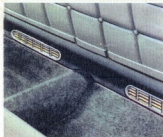
All dials can be seen easily in the Safety-Eye Instrument Cluster. The Safety Crush Pad extends across the dash panel, affording protection for the passenger.



Another Chrysler innovation on the Imperial is the electrically operated unit which moves the front seat forward or backward by merely pushing the button.



One of the many niceties of the Imperial interior are the two side arm rests in the rear compartment, which house a generous ash receiver and lighter.



Heater ducts are located on the floor behind the front seat to insure plenty of clean, warm air being distributed to the rear compartment.



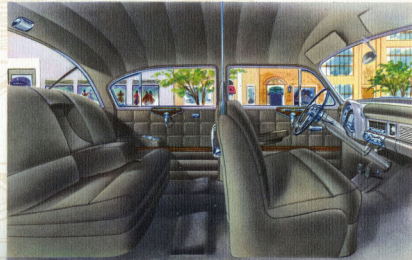
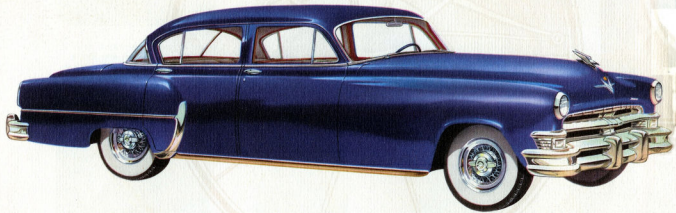
Spacious, luxurious, comfortable—custom-tailored with fine fabrics—appointments that add so much to your pleasure and pride of ownership.



There's a world of space in the storage compartment. The deck lid is counter-balanced for easy opening. The tire is slant-mounted to give more storage space.



# The Custom Imperial six passenger Town Limousine



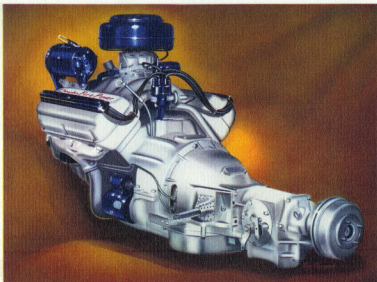
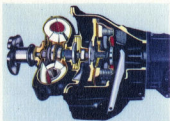
The Town Limousine has the same beautiful, smart, and distinctive exterior lines as the Imperial Sedan. The chief difference between these two body types is in the glass partition, which separates the front and rear compartments of the Town Limousine, so that privacy may be had in the rear compartment. The glass partition is electrically operated, and can be raised or lowered by pressing the button conveniently located on each rear door panel. The windows, also, are electrically operated, with a separate motor for each window.

The illustrations above and on the left, are eloquent evidence of the grandeur, the spaciousness, and the luxurious comfort Chrysler stylists have achieved in these superb interiors of such charming good taste.

# The finest engineered cars America has yet produced

The very noticeable increase in the popularity of the Imperial, especially among those to whom price is of little consequence, can be attributed to the fine engineering which gives the Imperial a performance, in all its various aspects, *second to none* in the world today.

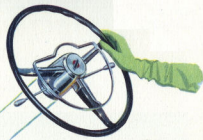
*The sensational performance of the revolutionary FirePower engine is further enhanced by the Fluid-Torque Drive, which is a combination of a torque converter and the hydraulically operated transmission. It provides faster acceleration and finer performance throughout the entire power range.*



Those who have had experience with any of several of the very expensive sports cars built abroad will appreciate the importance of the Hemispherical Combustion Chamber, which is the secret of the sensational performance of the revolutionary FirePower V-8 engine Chrysler introduced two years ago.

The remarkable efficiency of this ideal combustion chamber, together with the perfection of other important component parts of the engine, gives the FirePower engine a performance-capability that is unmatched in any other car, whether built here or abroad.

FirePower's actual 180 horsepower seems sufficient to assure supremacy of performance; however, when road and traffic conditions permit, and the situation warrants it, the horsepower can be easily stepped up, as evidenced by the experimental Chrysler K-310, which has a FirePower engine of 310 horsepower. In the meantime, the sensational FirePower V-8 engine, with the Hemispherical Combustion Chamber, is the most advanced, *the finest engine* in the world today.



If you have never driven a car with Chrysler full-time Power Steering you simply will not believe how easy, how effortless it is to park the car, and to guide it, which is practically all you do, through traffic and out on the open highway. This wonderful mechanism does four-fifths of the work of parking and steering the car. It gives you such absolute control of the car and such confidence in these days of hub-to-hub driving. Also, it is so much safer, because there is no "wheel-fight" on rough roads, and, should you have a blow-out, or hit a soft shoulder, the mechanism helps you to keep the car safely under control. It was introduced two years ago, and it is quite different from other mechanisms that have followed which work "part-time," compared to Chrysler's full-time Power Steering.

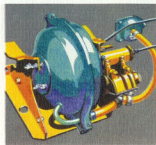
With all due respect to our contemporaries, both here and in Europe, the Imperial proudly presents to you five engineering features of major importance and of proved excellence, as a basis for your comparison and evaluation.

The main engineering features which make the Imperial, by Chrysler, a car of world-wide prominence and importance are the FirePower Engine; the full-time Power Steering; the safe Power Brakes; the Safety-Level Ride; and the Fluid-Torque Drive. There are, of course, many other engineering and design features that contribute to the excellence of the car, but these five are the ones which give the Imperial the performance upon which this car's enviable reputation is being built.

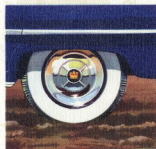
During the past two years, more and more men who have never driven anything but fine cars, of both foreign and American make, have chosen the Imperial. And this choice has been made because of performance, and also because of the recognition and acceptance the Imperial has received from well-to-do and well-thought-of persons throughout the world. More and more the list of Imperial owners resembles the "Who's Who in America."

The combination of these five basically essential engineering features results in the performance that has been so successful in making the Imperial the most widely discussed car today.

Such performance is beyond description, because the profusion of superlatives that would have to be used would create the impression of unbridled enthusiasm, and possibly, downright exaggeration. However, the car itself can describe, not in words but in actions, this performance, in a manner that will leave you still wondering if it is possible there could be such a difference between the performance of fine cars. You are cordially invited to drive the Imperial at your convenience—and let the Imperial speak for itself.



*With the greatly increased horsepower, Chrysler engineers have kept pace in the efficiency of the brakes. Chrysler Power Brakes are smooth, safe, capable—the finest in the world.*



*With the Oriflow Shock Absorbers, Chrysler's Safety Level Ride is unbelievably smooth. They are designed to operate efficiently on the boulevard or the by-ways, where the going is rough.*

# Specifications

**BODY STYLES** — The Six Passenger Sedan, and the Town Limousine for Six Passengers.

**ENGINE** — FirePower High-Compression, 90° V8, Bore, 3-13/16 inches. Stroke, 3 3/4 inches. Piston Displacement, 351 cubic inches. Brake Horsepower, 180 at 4000 revolutions per minute. Torque, 312 foot-pounds at 2000 revolutions per minute. Compression ratio, 7.5 to 1. Hemispherical Combustion Chamber, with overhead, lateral valve arrangement. 3 rings per piston. Slipper-design, steel strut piston. Full-pressure Lubrication. Exhaust Valve Seat Inserts. Waterproof Ignition. Oil Filter. Full-length Water Jacket Cooling. Twin Concentric Valve Springs. Resistor-type Spark Plugs. Crankcase Ventilation, Double Breaker Distributor. 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.

**CLUTCH** — Single-plate, dry, ventilated, with two molded, woven asbestos facings. Diameter, 9 1/4 inches.

**ELECTRICAL SYSTEM** — High-capacity generator, 50 amperes. 19-plate, 6-volt battery, 135 ampere-hour capacity. 8-tube Radio, with loud speaker and switch in rear compartment on Town Limousine. Waterproof Ignition. Resistor-type Spark Plugs. Back-up Lights. Directional Signals. Map Light. Ignition key starter switch. Solenoid engaged starter. Sealed-beam Headlights. Electric Window Lifts. Electrically-operated Front Seat mechanism on Sedan. Glass partition in Town Limousine electrically-operated. Electric clocks, in front and rear compartments. Floor lights automatic with opening of doors. Dome light in rear compartment.

**FLUID-TORQUE DRIVE** — New Chrysler Torque Converter, with hydraulically operated, controlled-type automatic transmission. Four forward speeds and reverse. All forward speeds are synchronized. Ratios—3.57 to 1—2.04 to 1—1.75 to 1—1.00 to 1—with 3.99 to 1 for reverse.

**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. Rubber-bushed torsion rod stabilizer.

**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. Brake diameter, 12 inches. Two cylinders on each front wheel brake. Cycle-bonded brake linings. Parking Brake — Chrysler Easy-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.

**WHEEL BASE** — 133 1/4 inches.

**TREAD** — Front, 57-3/16 inches. Rear, 60 3/4 inches.

**OVER-ALL LENGTH** — 219 inches.

**OVER-ALL WIDTH** — 76 3/4 inches.

**OVER-ALL HEIGHT (Loaded)** — 63 inches.

**SOLEX GLASS** — Heat-resisting and glare-reducing. Available at extra cost.

**WINDSHIELD SPRAYER** — Illustrated in upper left-hand corner page 6 — available at slight extra cost.

*All specifications and prices are subject to change without notice.*

## CHRYSLER DIVISION DETROIT



Designed by  
NEW CENTER ART STUDIO  
Detroit

Art executed by  
A. RADBAUGH  
Detroit

Typography by  
ARNDSON POWERS, INC.  
Detroit

Lithography by  
THE REINSTEINER CORPORATION  
Chicago

