



**1 FIREPOWER . . . 180 horsepower . . . finest and most powerful performer in any American passenger car today!**

In at least three ways, this Chrysler does what no car has ever done before! And each of the three is a noticeable improvement for the man who sits behind its wheel.

For one thing, this car brings you FirePower . . . newest, finest, most powerful engine ever put into an American passenger car.

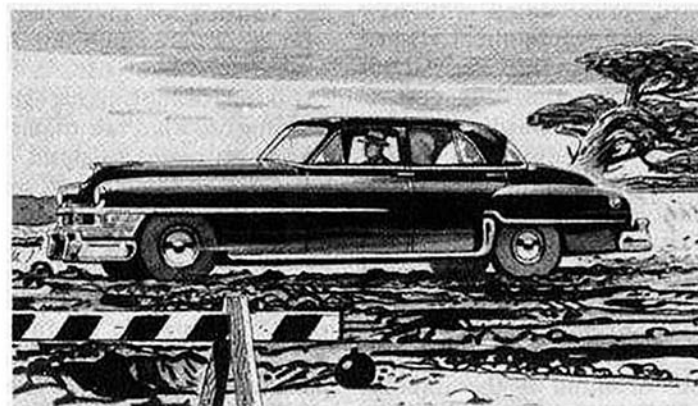
Its 180 horsepower excitingly answers your wish . . . easily, quietly, smoothly with an *astonishing* new kind of performance. Even on regular grade gasoline, it can outperform any other engine in any other car. There is a new sense of security, too, in its ability to respond swiftly in situations where swift response itself means safety.

But FirePower is only your first astonishment. Chrysler this year also introduces Hydraguide *power-steering*\*. For the first time in any car, four-fifths of the work of steering is done for you as you move the steering wheel. With Hydraguide, your wife

# 3 NEW CHRYSLER ACHIEVEMENTS MAKE THIS The most astonishing car you ever drove!

can park the biggest Chrysler with thumb and one finger around the wheel . . . or, put the other way around, you can now enjoy the *safety* of five times the steering control any car has ever had!

Then, for your third discovery . . . head for the roughest road you know. *You'll find the car steady as you never believed a car could be.* You're riding on



**2 ORIFLOW . . . new shock-absorbing power to give double the smoothness of the best ride you ever had.**



**3 HYDRAGUIDE . . . first power steering in any passenger car, does four-fifths of the steering work for you!**

new-type Oriflow shock absorbers, also introduced this year by Chrysler, which by actual measurement have *more than twice the shock-absorbing power* of those on any other car.

But wouldn't it be wisest to try these new motoring advances for yourself? Your nearby Chrysler dealer will gladly put you at the wheel of the most astonishing car you ever drove!

Below: The beautiful New Yorker 4-door sedan. On this and the Imperial model, \*Hydraguide power-steering is optional at extra cost. It is standard on Chrysler Crown Imperials.



**CHRYSLER**  
finest engineered cars in the world