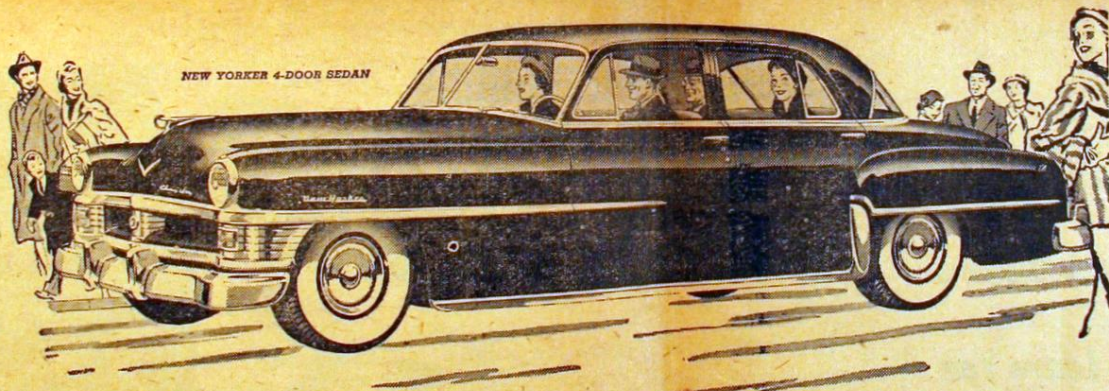


when you drive **FirePower**

You will drive the most basic new car in 27 years!



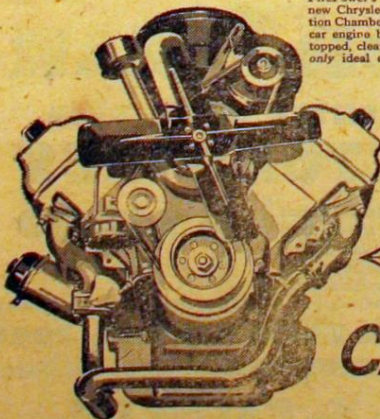
NEW YORKER 4-DOOR SEDAN



180 HORSEPOWER

Here you see the central secret of FirePower's unmatched ability... the new Chrysler Hemispherical Combustion Chamber, heart of the finest motor car engine built today. In this domed, clean-walled area, you see the only ideal combustion chamber in a motor car engine today... the only way to develop full combustion, full compression, full work and value from every drop of fuel!

FirePower specifications:
180 hp at 4000 rpm; Bore and Stroke, 3-13/16 x 3-5/8; Piston Displacement, 331.3 cu. in.; Compression Ratio, 7.5 to 1.



WHETHER you can own one this year or not... you owe yourself a turn at the wheel of a new Chrysler for 1951. Here is basic progress so deep and so great you will feel its impact for years to come.

Here is FirePower... Chrysler's revolutionary new powerplant which at one and the same time gives you 180 horsepower... and the most efficient use of gasoline ever developed in a motor car. With FirePower, you can outperform any car on the road. Yet with FirePower you will have less carbon deposit, longer engine life, less need for care and attention, than with any engine you ever owned. Here, on all new Chryslers, is the comfort marvel of Oriflow, an exclusive new shock absorber with over twice the shock-absorbing power of any other car's.

Here, optional at extra cost, is the amazing new steering ease of Hydraguide power steering, the new Chrysler "first" that removes four-fifths of the human effort from steering. Here, with over 70 various changes this year—and with deep-down Chrysler goodness clear through—is the **most basically new car you ever drove!** For the thrill of a lifetime... come drive a Chrysler!

Chrysler FirePower

*Finest engine
ever built
in an automobile*

Brown & Burch,

GIDDINGS, Texas
Highway 77