

Automobile Topics 1958

- Overview of 300D
- Emphasis on Fuel Injection
- Optimism...
- Thanks to Jim Bartuska
- JGrady 2018



PRESTIGE HIGH-PERFORMANCE CHRYSLER 300D FOR '58 BOWS

Most Powerful American-built Production Car

THE Chrysler 300D, newest version of America's most distinguished sport-type car, has been introduced with optional fuel injection, bubble windshield, Auto-Pilot superhighway accelerator and a more powerful higher-com-

The new car brings to a new peak the refinement of a great automotive development—the hemispherical combustion chamber head engine.

The 1958 model is the fourth edition in the classic limited production 300 series. It incorporates the look and feel of a sports car, yet provides six-passenger seating and exceptionally large luggage space. It has a special high-rate torsion bar front suspension for extra-flat cornering and almost dip-free braking. It has an air-scoop rectangular-check grille and a restrained classic exterior in the sports car tradition.

"The Chrysler 300D is a prestige car. It is designed to please motorists who drive fine cars for pure pleasure," said C. E. Briggs, vice president in charge of sales, Chrysler Division.

He said the car's unusual cornering, steering and braking characteristics make it an outstandingly safe-handling car. It performs even better than its predecessors in the 300 series.

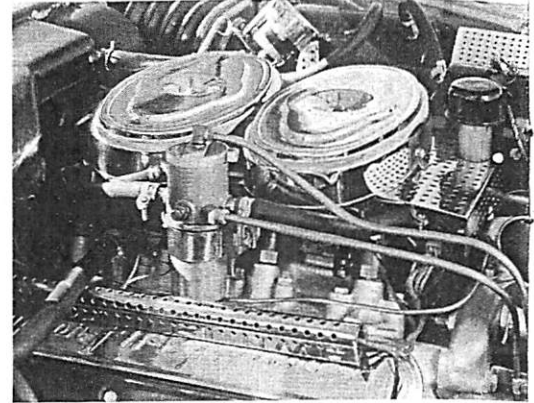
The car is powered by a 392 cubic inch FirePower hemispherical combustion chamber head engine with a new increased compression ratio of 10 to one and a horsepower of 380 at 5200 rpm. Valves and tappets are mechanically actuated. Bore and stroke are 4.0 and 3.90.

The electronic fuel injection unit available exclusively on the 300D is the result of four years of Chrysler research and development. It boosts horsepower to 390 at 5200 rpm. and provides advantages which include greater fuel economy, instant starting in zero weather, immediate top performance without warm-up, and uninterrupted fuel supply in abrupt cornering.

The Chrysler fuel injection system provides electronic control over the quantity of fuel which is delivered into the engine. Fuel is supplied at constant pressure and is metered into the cylinders by electrically operated injector valves. The period which each valve remains open is controlled by electrical pulse of a length which is constantly controlled electronically to give optimum performance.

The 300D has low horizontal lines, a sleek-sculptured steel body, an overall height of 55.2 inches, overall length of 220.2 inches and high-swept tail fins which end in new wide-flair tail lights. Dual headlights are set above twin air scoops which cool special 12 x 21½-inch total contact power brakes. Simple red, white and blue "300 D" insignia is set into trim to identify the car.

The 300D is available in five solid colors—ermine white, mesa tan, tahitian coral, raven black, matador red and Aztec turquoise. Interiors are in hand-buffed top-grain beige leather. A unique hard board headliner covered with padded fabric in an indented depth pattern matches the beige leather for an added



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touch of luxury. The car is available in two-door hardtop and convertible body styles.

The 300D has a 126-inch wheelbase, a rear axle ratio of 3.31 to one and a wide range of optional rear axle ratios. It features TorqueFlite automatic transmission and improved power steering. Manual transmission is optional at extra cost.

The new 390-horsepower fuel injection FirePower engine brings to a climax Chrysler research and development program which began with the introduction in 1950 of the 1951 Chrysler FirePower V-8 engine. Its rating was 180 horsepower. This engine was barely introduced before automotive enthusiasts all over America began building up their own modifications. They were certain Chrysler Division's 1951 FirePower engine offered vast potential for better and safer performance.

The enthusiasts were right. Their modified FirePower engines made headlines at LeMans, Watkins Glen, Bonneville, Elkhart Lake and Indianapolis, culminating in a demand for a high-performance American sports-type car. Chrysler Division's answer was the headline-making Chrysler 300, which was introduced in 1955. Since then there have been the award-winning

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GOODYEAR SEES TREND TO BIG, LOW PRESSURE TIRES

AKRON—The trend toward bigger tires with low pressure will continue on 1958 cars, according to C. C. Gibson, vice president of The Goodyear Tire and Rubber Company here.

"Goodyear tires on 1958 cars will range in size from 7.50-14 to the "super soft" 11.00-14 luxury tire already announced by the Chrysler Corporation for use in limited quantities on the Imperial," Gibson said. "This compares with a range two years ago from 6.70-15 to 8.20-15," he added.

Gibson explained that the motoring public wants increased riding comfort and constantly improved styling. He pointed out that these tires have been developed expressly to meet these demands.

Goodyear's 11.00-14 tire is constructed of rayon with the company's Custom tread pattern. It is designed to provide a "velvety" ride at normal driving speeds.

Recommended air pressure for the new tire will range from 14 to 17 pounds per square inch. The extra low pressure and wide design enables the tire to develop and absorb the shock of small objects and road irregularities smoothly and quietly. The wide tread improves braking and car control.

STUDEBAKER BUSES FOR CHILE

SOUTH BEND — Studebaker - Packard Corp. has sold a fleet of 20 buses for suburban operations within 100 miles of Santiago, Chile. The buses were sold by Yaconi Hermanos y Cia., S-P dealership in Santiago. The buses are mounted on a Studebaker bus chassis with a 212-inch wheelbase and are powered by the Studebaker Torque Star engine.

CHRYSLER DEALER RELATIONS

DETROIT—An improved Quality Dealer program which combines outstanding features of the company's previous programs with new business management incentives for all dealers in Chrysler Corp. passenger cars and trucks was announced by Byron J. Nichols, general manager of the company's automotive group marketing organization.



"I know a delightful spot, Erich, where you can run out of gas."



The Chrysler 300D features a special high-rate torsion bar front suspension for flat cornering and dip-free braking. Its interior is finished in top-grain leather. Exterior trim is held to a minimum to accentuate the classic simplicity of FlightSweep styling.

(Continued from page 4)

300B, the more powerful 300C and now the fuel-injection Chrysler 300D.

Developmental work on this car actually began back in the 1930's when Chrysler engineers first discovered that the hemispherical combustion chamber offered great promise of performance. Not until double overhead rocker arms were combined with conventional push-rods, however, were mass production problems of this aircraft-type engine solved for automotive use.

When they learned that the FirePower engine could make good performance use of huge quantities of air, Chrysler engineers developed special twin four-barrel carburetors. Performance tests showed the need for an entirely new kind of air cleaner—one with a treated paper element.

Mechanical tappets were substituted for hydraulic tappets to eliminate the possibility of hydraulic pump up at engine speeds above 5,000 rpm.

Adjustable rocker arms were added to maintain proper tappet clearance. That meant new push rods. Double valve springs provided extra insurance for high-speed operation. Valve seat inserts, tri-metal bearings, a special hardened crankshaft and 10 to one compression ratio head all contributed to greater performance.

In the four years of the car's existence it has attracted as its loyal owners leaders in every phase of the professional sporting world as well as princes, motion picture actors, oil tycoons and ranchers. It numbers among its possessors the leaders of many sports car groups, as well as corporation presidents by the score. ★

No Letup Seen In Fuel Thirst Of Future Cars

PHILADELPHIA—Some 1958 autos need every bit of the quality built into the new 100-octane motor fuels, according to a Sun Oil Co. research executive.

"Cars in use today have the greatest variety of fuel appetites ever encountered, and this spread is bound to become even greater in the years immediately ahead," said Dr. Charles L. Thomas, director of Sun's Research and Development Department.

He told the Automotive Old Timers that compression ratios have moved up from an average of 6.5 in 1947 to 8.9 this year and that average horsepower has jumped from 115 to 230 in the same period.

"The 1958 models will be even higher in horsepower, with some up to 400," Thomas said. "All of this would not be possible without the increases that have been made in the octane quality of gasolines."

He said the average octane of regular grade gasoline increased from 80 in 1947 to above 91 today. Premium gasolines have gone from 86 in 1947 to an average of 98 today. Some fuels have now gone above the 100-octane level, he added.

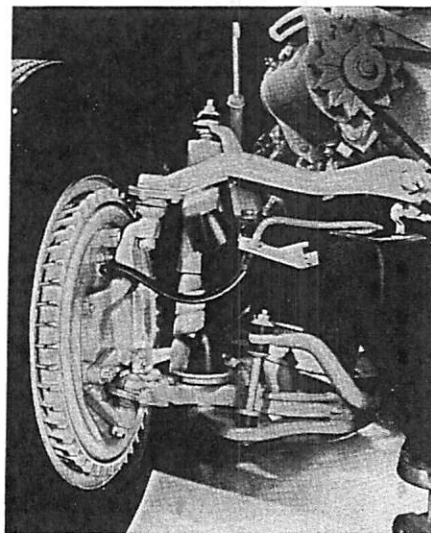
"Keeping up with the requirements of the new cars has been a tremendous job for the oil industry," he said.

ENGLISH FORD SALES ZOOM

DEARBORN—Sales in the U. S. of English Fords in September totaled 2,073 units, up from the 1,831 sales in August and up from the 421 in September, 1956. During the first nine months of 1957, registrations of the Anglia, Prefect, Consul, Zephyr and Zodiac, totaled 11,392, compared with 2,515 in the same period the year before.

FUTURE BRIGHT FOR JEEP EXPORT

TOLEDO—Sales of \$70 million in Jeep vehicles and parts were forecast by Willys-Overland Export Corp. A company spokesman predicted that the time is not far off when export sales of 100,000 Jeeps per year would be a reality. Jeep vehicles are now being produced in 19 assembly and manufacturing plants in 19 foreign countries.



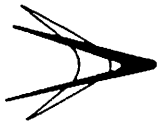
Air-cooled aluminum brakes are standard on the front wheels of all models in the 1958 Buick line except the Special. The aluminum brakes, in addition to being lighter, dissipate the heat faster, adding longer life to brake linings.

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THE "INSIDE" STORY OF YOUR NEW ELECTRONIC FUEL INJECTION SYSTEM

JAN. 20-1958 TO JULY-15-1958
DESOTO

This Booklet is a Supplement for use with the Owner Manual you received with your new car. Be sure to read all of the "Inside Story" which brings you the facts you'll want to know concerning this fuel injection system. Your Owner Manual will provide you with the other important information concerning your new car.



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