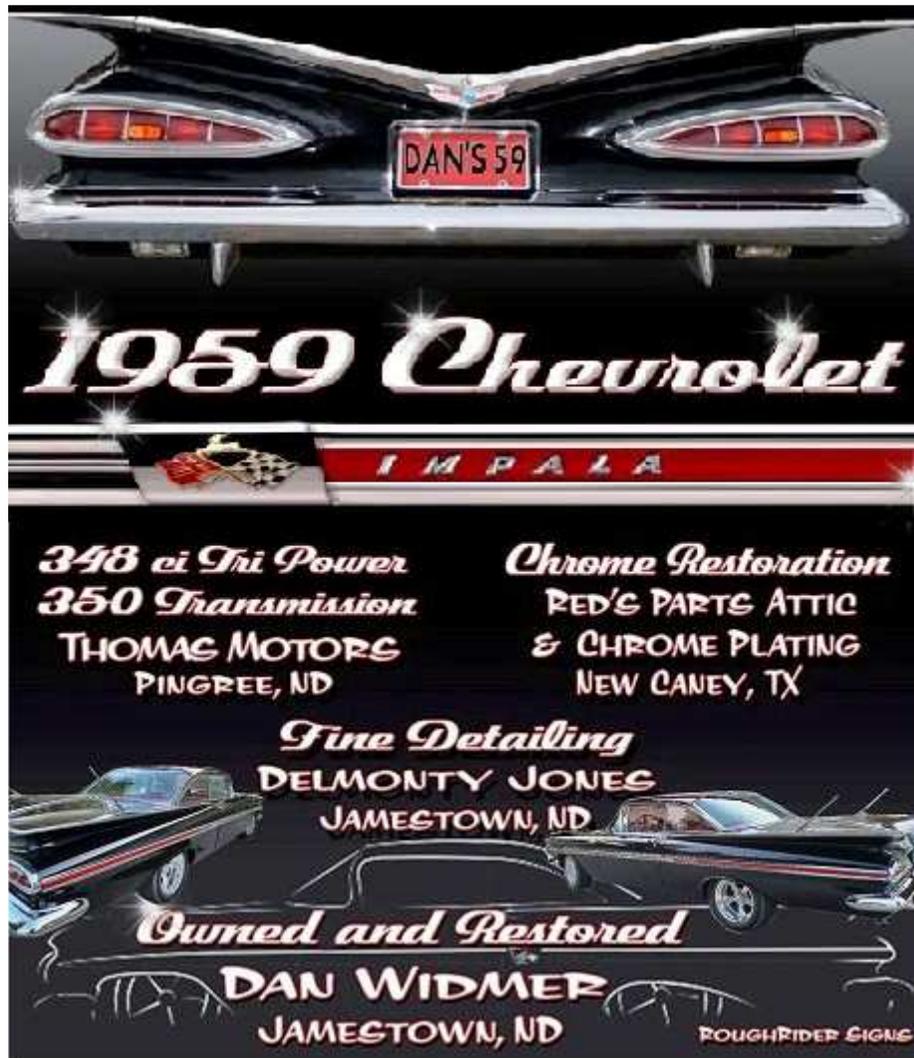


**Reds Parts Attic & Chrome Plating Service**  
**2019 Newsletter Volume 2 Issue 15**

Customer Service & Communication and Quality of work are important to us.  
We stand by every job we do! Read what our customers have to say!

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**Feature:** In this issue, we're featuring a 1959 Chevy Impala, owned by Dan Widmer from North Dakota. Dan purchased the Impala in need of some TLC from a sweet lady from Oklahoma. Dan worked hard and brought this beauty back to life. The Impala went from a week-day grocery getter, to an award winning show piece!

We were honored to help Dan with his chrome work with some of his exterior parts being original anodized aluminum. Anodize aluminum looks OK but doesn't have that same "WOW FACTOR" like Chrome. He wanted his car to make a statement, and asked us to chrome the aluminum parts. Going from anodized aluminum to chrome helped to add a whole new look!

Dan had plenty of other things on his "to do" list. He had the original 348 overhauled to a 409 stroker and bolted to it, is a 700R4 transmission. Stacked on top are three-2 barrel carburetors.

The interior of the car was done in red to go with the black exterior. Impala looks,

sounds great and is ready to cruise in style.

Dan has been attending car shows and winning awards for his work. He recently was handpicked and invited to the 61st Annual Toppers Custom Car Show in Fargo ND by the club's members. Dan attends the Rally in the Valley Car Show held by Bridge City Cruisers and won "Best GM Vehicle" and "Outstanding in Show". It's nice to hear all the hard work that went into his restoration is paying off.

**Customer Testimony:** Every person that I've talked after seeing my car thinks you did an excellent job on my chrome work. Thank you again. I have been spreading the word around about your chrome services. I hope this helps bring you some business. We need chrome restoration shops like yours to stick around. It's not easy to find a chrome shop that does awesome work like you do. The work was a little pricey but after seeing the final results it is well worth it. Thank you again for such a great job!

**Red's Comment:** Dan, thank you for your business and your support. It was fun to be a part of your '59 Impala project. You did an awesome job! We are excited to have our chrome showcased on such a great looking classic. We hope you have many years of fun attending car shows and bringing home awards. Thank you for sharing your photos and your testimonial.



**Chevy Impala History:** Perhaps one of the most recognizable names in the automotive world is the Chevy Impala. In 1958 Chevy was celebrating their 50th year in business. They introduced the First Generation Impala as a top of the line Bel-Air hardtop and convertible. That year Chevy sold 55,989 convertibles and 125,480 coupes. The Impala accounted for 15% of Chevy's sales that year. With our country in a recession, Impala helped Chevy to regain the #1 production spot beating out Ford.

In 1959 the second generation (1959 – 1960) Impala became its own separate series and went through a complete redesign. They were now available in a 2 door sport coupe and convertible. 4 doors were available in a hardtop and a sedan. The roof was lowered by 3 inches, the tail fins pointed outward instead of upward. Above the grille were 2 wide, air intake scoops. Below the V shaped trunk were 2 large tear drop shape tail lights. The bodies were 2 inches wider and sat on the new X-frame chassis.

The standard engine was a Hi Thrift 6 cylinder with 135 HP. Given the size of the Impala the I6 left it under powered. There were a few different V8 options available. The base V8 was a Turbo Fire small block 283 with a 2 barrel carburetor that produced 185 HP. The 283 was also available with a 4 barrel carburetor that delivered 230 HP and a fuel injected Ramjet delivering 250 HP. The next step up was a 348 cu in big block. The big W series engine came in 4 different options. The first option was the 250 HP Turbo Thrust with a single 4 barrel carburetor. Second choice was the 280 HP Super Turbo Thrust with the iconic 3, 2 barrel carburetors. If still needing more horsepower you could have opted for the Special Turbo Thrust and Super Turbo Thrust Special. Both had a higher compression ratio. The Special Turbo Thrust delivered 300 and the Super Turbo 315 HP. In late 1959 the Super Turbo Thrust Special received an increase compression ratio which increased the HP to 335. These are respectable numbers during that time. During its long history Impala would become Chevrolet most popular passenger car. They had a successful run from 1958 to 1985. Impala made a brief comeback in 1994 to 1996, then reappeared in 2000 and are still produced till today. Now on its tenth generation the Chevy Impala continues to be house hold name.

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**REDS PARTS ATTIC & CHROME PLATING:** We specialize in restoring vintage and classic auto parts. Our crew has over 100+ years combined experience. Every part we restore is Triple Plated using Copper, Nickel & Chrome. This is the best way to restore old parts to a deep mirror, chrome finish that will last. Every day we are helping our customers restore parts to complete their restoration projects. Spring time and warm weather are just around the corner. Are you ready? Contact us today for a quote and delivery time estimate!

**NEED HELP DECIDING? CHROME OR POLISH?** Our staff of experts will evaluate your parts and suggest the best option finish for your parts!

**BIKERS:** We can help with your motorcycles plating & polishing needs!

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