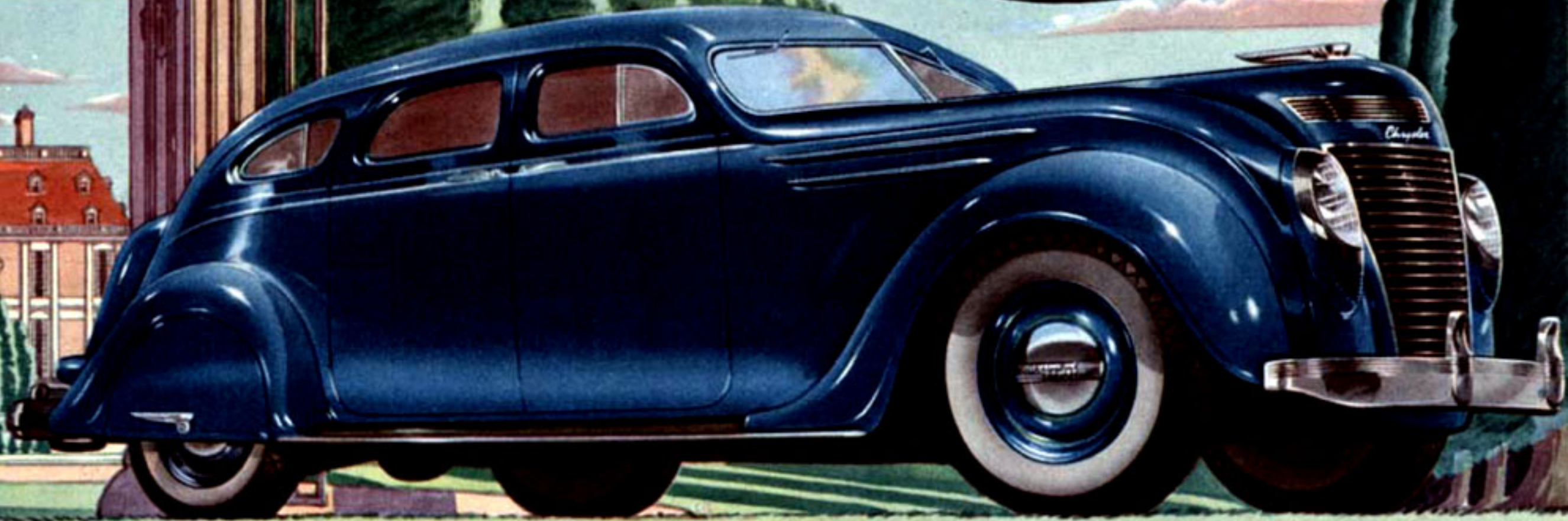


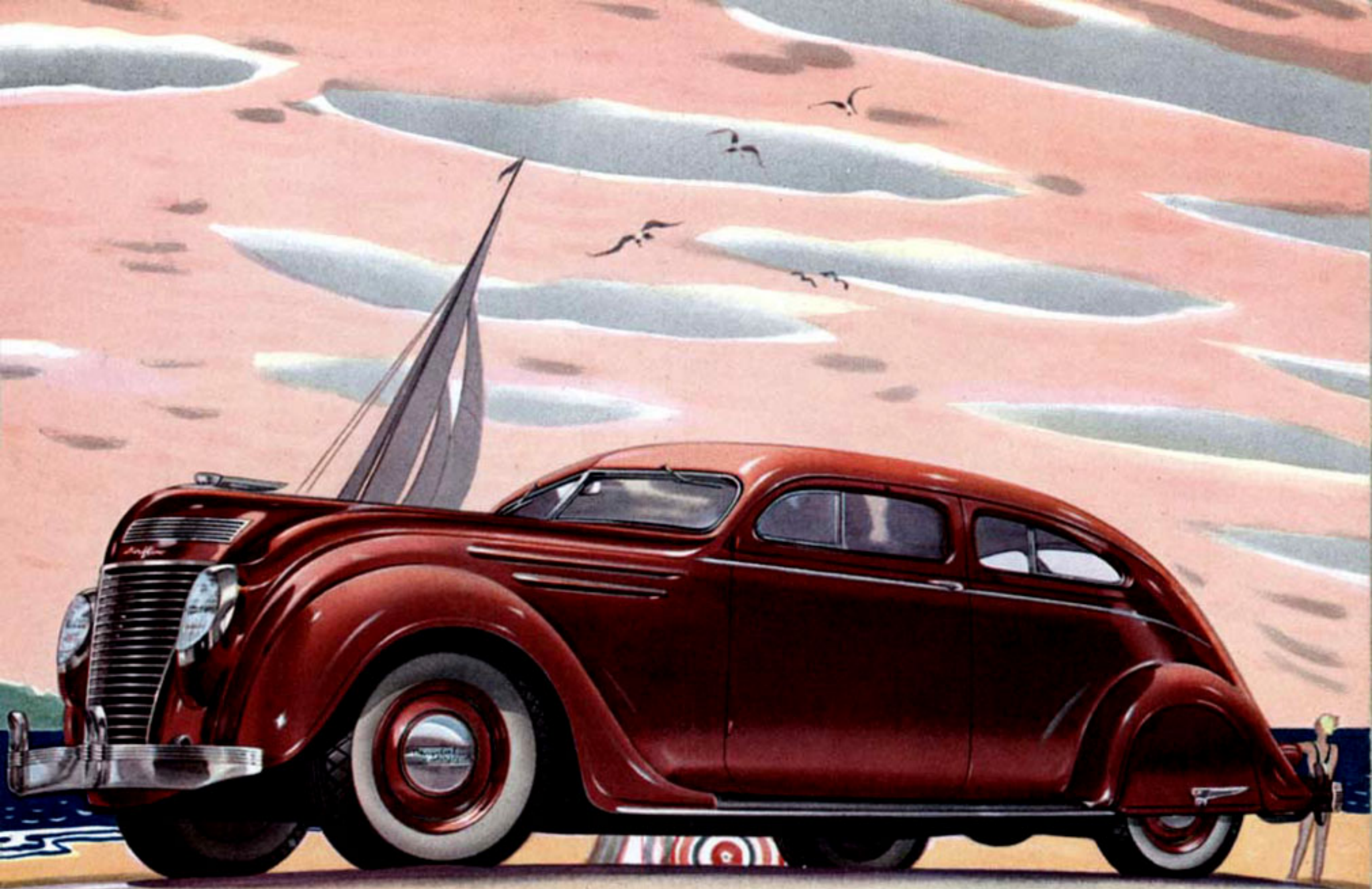


ROYAL * IMPERIAL * AIRFLOW

THE GREAT NEW
CHRYSLER *Airflows*
FOR 1937



CHRYSLER *Airflow* SEDAN FOR SIX PASSENGERS



CHRYSLER *Airflow* COUPE FOR FIVE PASSENGERS



THE TOURING BROUOHAM
(Brougham also available without trunk)



THE CONVERTIBLE COUPE



THE SEVEN-PASSENGER SEDAN AND
SEDAN LIMOUSINE

THE CHRYSLER



Royal

AN ENTIRELY NEW CHRYSLER...IN
THE LOW-PRICED FIELD

The new Royal looks what it is . . . modern from bumper to bumper and carrying as it does the top-ranking name in automotive engineering, you just know that regardless of which of the ten body models you might select you are getting all of Chrysler's recognized advantages . . . for Walter P. Chrysler insists on the best of everything in the cars that bear his name.



THE TOURING SEDAN



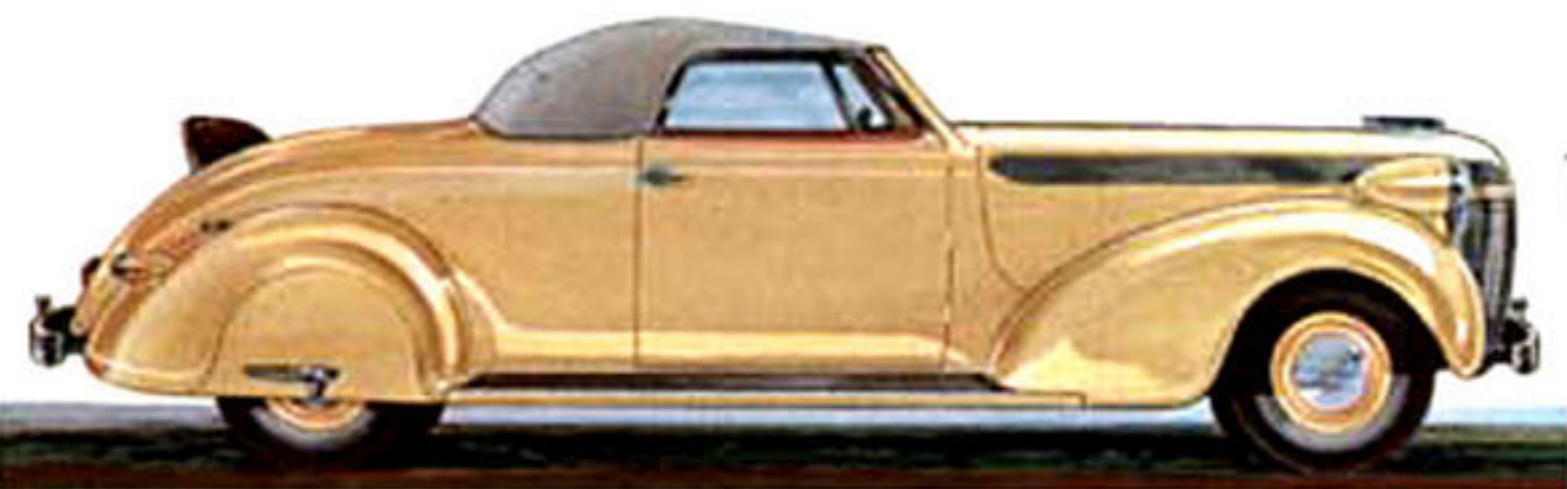
THE RUMBLE SEAT AND
BUSINESS COUPE



THE SEDAN



THE CONVERTIBLE SEDAN



THE CONVERTIBLE COUPE

THE CHRYSLER

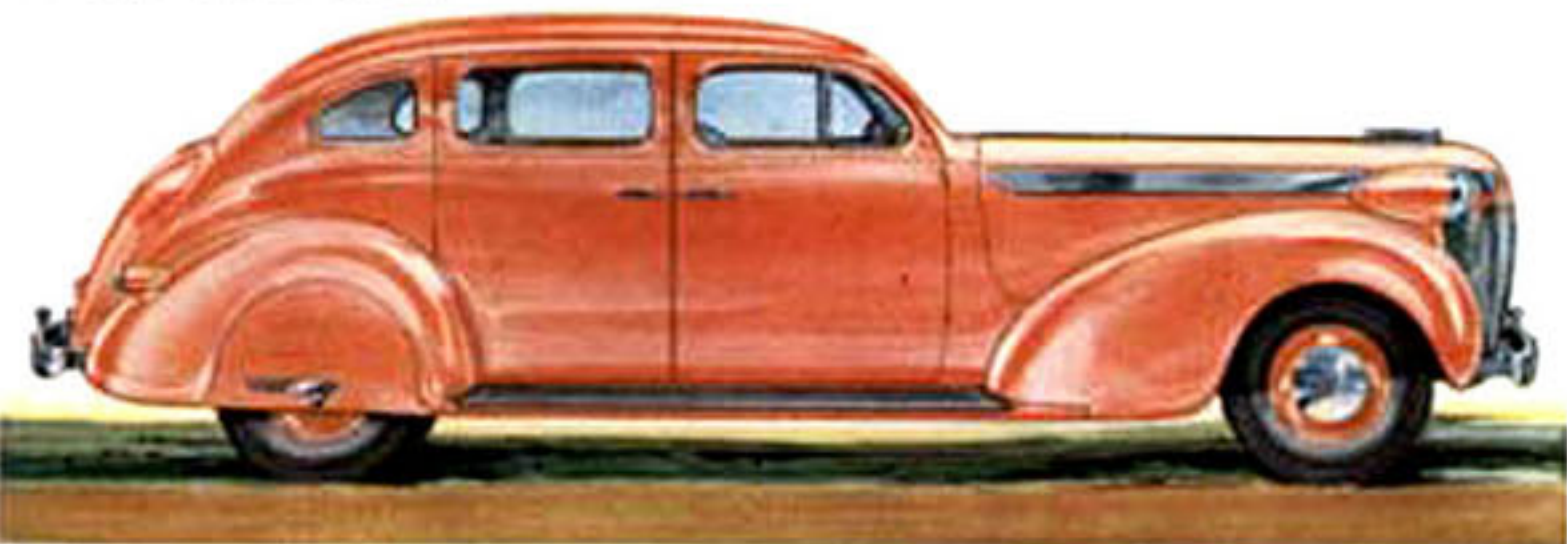
Imperial



THE RUMBLE SEAT AND BUSINESS COUPE

DOLLAR FOR DOLLAR...THE
GREATEST OF THE EIGHTS

One look at these great new Imperials tells you why dollar-for-dollar they're the greatest of the Eights. Here is luxury . . . here is every quality feature which makes Chrysler cars famous for long life and care-free operation . . . here are all of Chrysler's greatest safety features in their latest, perfected development. Just get behind the wheel of any of the eight body models . . . you'll soon find why Chrysler has revolutionized all eight-cylinder value standards.



THE TOURING SEDAN



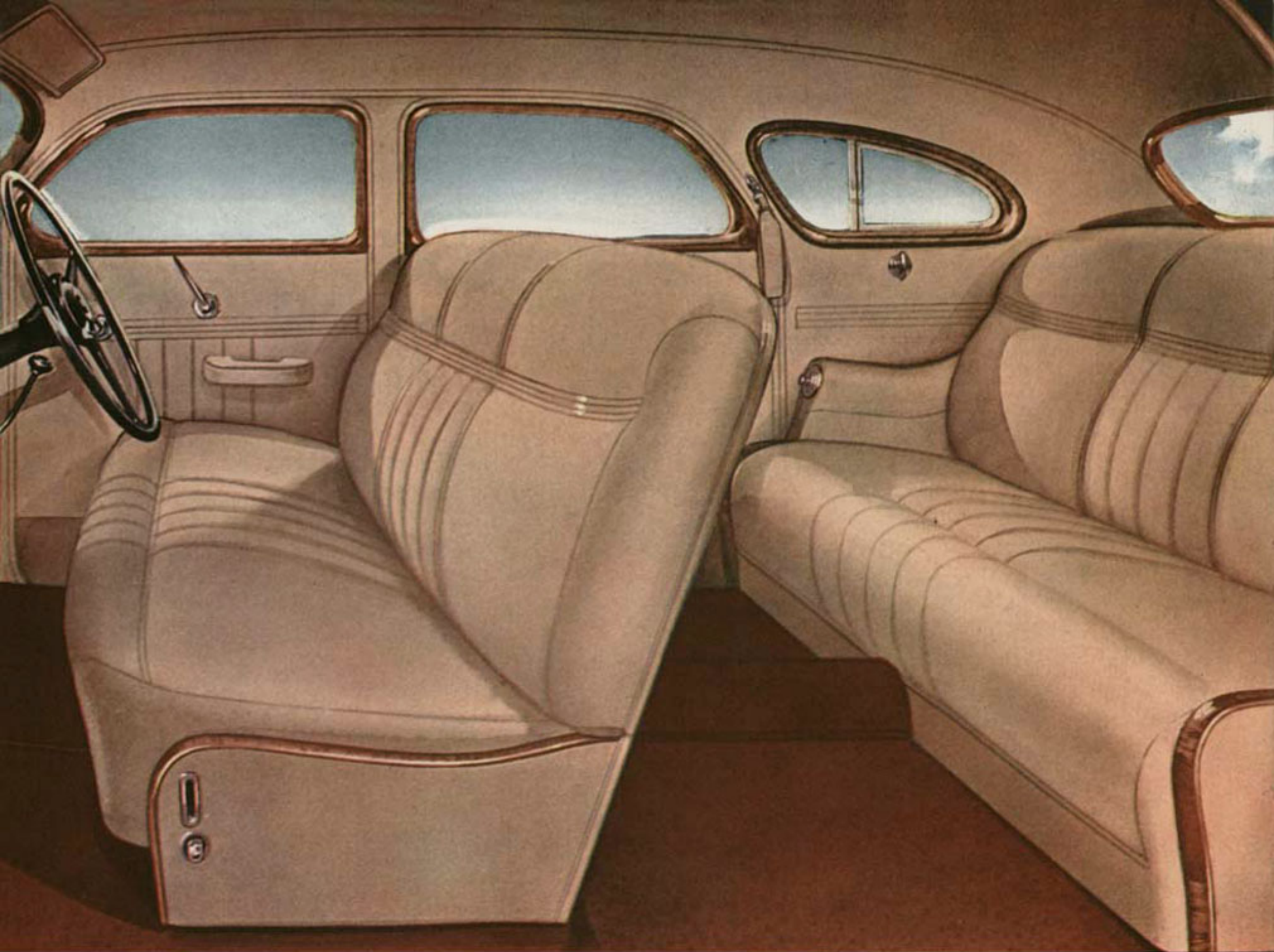
THE TOURING BROUGHAM



THE CONVERTIBLE SEDAN



THE SEVEN-PASSENGER SEDAN AND SEDAN LIMOUSINE



INTERIOR CHRYSLER *Airflow* SEDAN FOR SIX PASSENGERS

Airflow Style and Luxury

B E A C H N E W D I M E N S I O N S



Three is never a crowd, either front or back, in Airflow's big, new, luxurious seats . . . you can ride mile after mile on any road . . . even at touring speeds in perfect comfort . . . and arrive relaxed and refreshed.



No convenience, however small, has been overlooked in providing for milady's comfort.



Your first impression of Airflow is correct—it's America's most modern motor car . . . both inside and out. When you first step into an Airflow you have the impression of entering a drawing-room on wheels . . . doors are as wide as those in your home . . . floors are padded and covered in deep, soft carpeting . . . chair height seats are soft and relaxing as divans . . . with upholstery fabrics of wonderful richness and texture. You'll find style and luxury in lavish abundance in every carefully executed detail throughout these great new Airflows.



Driving comfort is assured every member of the family with Airflow's all-adjustable front seat . . . the seat cushion can be raised or lowered . . . the seat back can be tilted forward or backward, and the entire seat can be moved to the front or rear.



Airflow styling permits modern luxury . . . drawing room spaciousness and comfort.



CHRYSLER

Automatic

PERFORMANCE THAT

OVERDRIVE
Tops 'Em All

AT *35 miles an hour a miracle happens—as Chrysler's automatic overdrive goes into action providing the greatest and newest thrill in motoring. When your Chrysler reaches that speed the quiet hum of the motor fades to a whisper and your car flies along at even greater speeds, but your engine speed is reduced by almost one third. You may be cruising along at 60 . . . but in overdrive your engine is only turning over at the rate of about 40 in conventional high gear. With overdrive, touring speeds cost no more than ordinary driving speeds . . . you save in gas and oil and in



engine wear—and get greatly increased car performance.

HOW IT WORKS

Chrysler Automatic Overdrive is entirely automatic in its operation . . . it engages and disengages silently without any effort. Automatic Overdrive can either be locked in or locked out at the pleasure of the driver—with the overdrive button locked in, all that is necessary to get motoring's newest thrill is to lift your foot momentarily from the accelerator as your Chrysler reaches a speed of

about 35 miles an hour. ★ In spite of its apparent magic, Chrysler Automatic Overdrive is actually an ingenious device that automatically changes the gear ratio in the transmission . . . taking advantage of the inertia which enables a moving mass to continue an attained speed with less power than was needed to reach that speed. It's a law of physics as old as the universe . . . now applied by Chrysler to a modern motor car.

*Automatic overdrive cuts in at from 40 to 45 miles per hour on the Airflow. Overdrive is standard on the Chrysler Custom Imperial and Airflow and is available at slight extra cost on the Royal and Imperial.



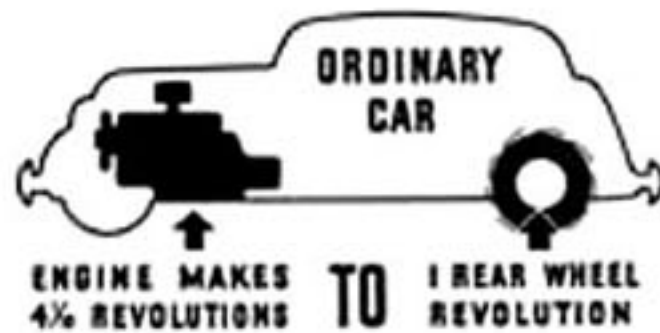
With Overdrive in operation, just lift your foot momentarily from the accelerator pedal.



Automatic Overdrive can be either locked in operation or locked out at the driver's pleasure.



Chrysler operating in Overdrive, can take you all the way from Boston to New York or San Francisco to Los Angeles on the same number



With Chrysler in Overdrive, the engine crankshaft turns over one-third fewer times per mile . . . cylinders are filled with gas one-third fewer times. In a mile, this amounts to a saving of nearly a thousand revolutions . . . over ten million revolutions in an average year's driving.



of engine revolutions that an ordinary car would require to travel from Boston to New Haven or San Francisco to Bakerfield.

AC Chrysler Engineering MEANS LONG LIFE...ECONOMY...RELIABILITY!



Features illustrated are Royal or Imperial



1 VACUUM SPARK CONTROL . . . automatic control of spark advance or retard makes it possible to advance the spark to the point of maximum efficiency and economy under all driving conditions with ordinary fuel.

4 CRANKCASE VENTILATOR . . . vacuum effectively removes injurious gases from all Chrysler crankcases and at the same time introduces fresh, clean air through the breather pipe.



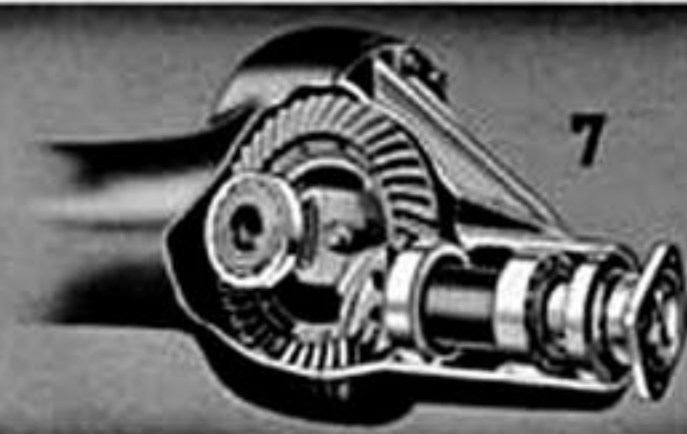
2 VALVE SEAT INSERTS . . . exhaust valve seats have inserts of tungsten alloy steel which, because of their heat-resisting qualities seldom need attention under 30,000 miles of driving.

5 AIR-COOLED CLUTCH . . . heat is the cause of most clutch troubles. Chrysler air-cooled clutch has a fan-like pressure plate, which circulates air in large volume through the clutch, and reduces heat.



3 FULL LENGTH WATER JACKETS . . . effectively cool the cylinders of the Royal for their full length and help maintain an efficient, economical long-lived engine.

6 AIR CLEANER AND INTAKE SILENCER . . . road dust and abrasive substances are removed from the air before it mixes with the fuel supplied by the down-draft carburetor, thus prolonging engine life.



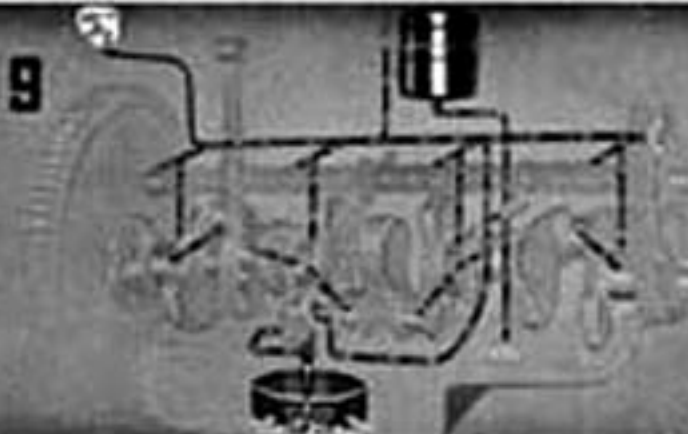
7 HYPOID REAR AXLE GEARS . . . pinion gears are set below the center of the ring gear, and the teeth have a longer curve, providing greater strength and smoother action. The larger pinion makes possible a larger bearing with resulting longer life.

10 THERMOSTAT BY-PASS VALVE . . . provides a uniform running temperature by controlling the water circulation through the radiator, increasing engine efficiency during all stages of operation.



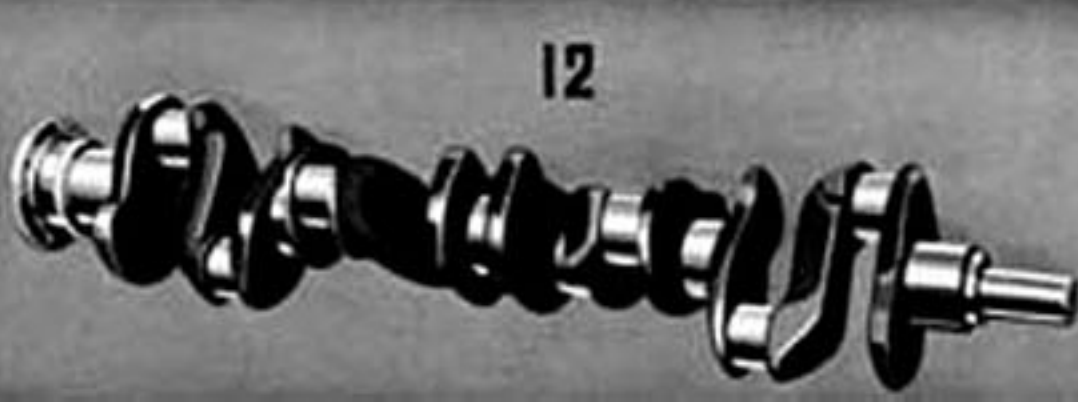
8 "U" BOLT SPRING SHACKLES . . . perfect rear spring movement is permitted without side play or rattles. They are permanently adjusted for wear.

11 CENTRIFUGAL BRAKE DRUMS . . . these drums combine the lightness and strength of steel, with the heat-dissipating and wearing qualities of cast iron, prolonging brake lining life.



9 FULL PRESSURE LUBRICATION . . . both the cylinder block and crankshaft are drilled so that oil under pressure is supplied to all vital parts, thereby assuring long life to the precision type fittings and bearings.

12 CRANKSHAFT . . . the new Chrysler crankshafts are fully balanced with integral counterweights and have extra large main bearings. All shafts are perfectly balanced, both statically and dynamically.





YOU'LL BE

Money Ahead... WITH

CHRYSLER

Engineering



13



13 VALVE AND SPRING
The valve and spring assembly is designed to operate at high speeds and under heavy loads. The valve is made of a special alloy steel and is hardened to resist wear and tear.

12 VALVE AND SPRING MECHANISM
The valve and spring mechanism is designed to operate at high speeds and under heavy loads. The valve is made of a special alloy steel and is hardened to resist wear and tear.



14 PISTON AND ROD
The piston and rod assembly is designed to operate at high speeds and under heavy loads. The piston is made of a special alloy steel and is hardened to resist wear and tear.

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7



18



18



23



24



25



SPECIALIFICATIONS



CHRYSLER

Royal

CHRYSLER

Imperial

CHRYSLER, CUSTOM

Imperial

CHRYSLER

Airflow

SUSPENSION (Front) . . . independently sprung wheels.

AXLE (Rear) . . . hypoid semi-floating, ground steel housing.

BODIES . . . Safety All Steel, insulated against noise and squeaks.

BRAKES (Service) . . . Chrysler four-wheel hydraulic internal expanding. Total contact area per car 148.4 sq. in.

BRAKES (Parking) . . . independent external contracting on cast iron drum on propeller shaft.

CLUTCH . . . fully ventilated single dry plate. Driven disc faced with woven asbestos.

COOLING SYSTEM . . . water circulated by centrifugal pump. Thermostatic water control. Cellular type radiator core.

CRANKSHAFT . . . balanced and counterweighted. Supported on four babbit-lined steel main bearings.

ENGINE . . . L-head, six cylinders, 4 cycle, Bore 3 1/4", stroke 4 1/4", A. M. A. horsepower 12.34, developed horsepower at 2600 r.p.m. 95. Piston displacement 228.1 cu. in. Suspension, Floating Power. Firing order 1-5-3-6-2-4. Four-bearing crankshaft. Four-bearing silent chain driven camshaft. Exhaust valve seat insert special alloy. Full pressure lubrication to all crankshaft, camshaft and connecting rod bearings. Pump located right side of crankcase. Oil capacity five quarts. Pressure gauge on dash. Level indicator on left side of crankcase.

ELECTRICAL SYSTEM . . . silent type generator with full voltage and current regulation. Floating shift starter 6-watt type. Battery 17-plate, 105 ampere hour capacity. Single wire system. Silent spark ignition. Automatic spark advance with speed and vacuum control.

FRAME . . . exceptionally rigid, double drop X girder truss type.

FUEL SYSTEM . . . carburetor plain tube down draft with automatic manifold heat control and integral air cleaner and intake silencer. Fuel pump. Fuel tank capacity 16 gallons. (11.3 Imperial gallons).

PISTONS . . . aluminum alloy—U-clip rim ground. Two compression and two oil rings per piston.

SHOCK ABSORBERS . . . hydraulic—double acting zero-type front and rear.

SPRINGS (Front) . . . independent "Amole" steel coil. (Rear) "Amole" steel semi-elliptic with tapered leaf ends. Length 37 1/4". Number of leaves 9. Silent "U" shaped type shackles on rear of rear springs. Rubber bushings on front of rear springs.

STEERING GEAR . . . semi-reversible worm and roller type—ratio 18.2 to 1.

TIRES . . . air wheel, non-skid tread. Size 6.25 x 16.

TRANSMISSION . . . synchro-silent transmission. Helical gears throughout.

WHEELBASE . . . 116". Overall length with bumpers 176 1/2".

SPECIAL NOTICE

The manufacturer reserves the right to revise, change or modify the construction of Chrysler motor vehicles or any part thereof as he may see fit without incurring any obligation to install same on motor vehicles previously purchased.

SUSPENSION . . . independently sprung wheels, adjustable roller wheel bearings.

AXLE (Rear) . . . hypoid semi-floating ground steel housing.

BODIES (Safety All Steel) . . . insulated against noise and squeaks.

BRAKES (Service) . . . Chrysler four-wheel hydraulic internal expanding with 11" cast iron drums. Blaking contact area 177 1/4 sq. in.

BRAKES (Parking) . . . external contracting on cast iron drum on propeller shaft.

CLUTCH . . . single dry plate fully ventilated. Torque cushioned by special springs.

COOLING SYSTEM . . . water circulated by centrifugal pump. Thermostatic water control. Fin and tube type core.

CRANKSHAFT . . . balanced and counterweighted. Supported on five steel backed babbit-lined main bearings. Impulse neutralizer.

ENGINE . . . L-head, eight cylinders, water cooled, four cycle, bore 1 1/4", stroke 4 1/4", A. M. A. horsepower 11.80, developed horsepower at 3600 r.p.m. 110. Piston displacement 273.8 cu. in. Suspension, patented Floating Power. Firing order 1-6-2-5-8-3-7-4. Forged manganese steel connecting rods. Full pressure lubrication to all crankshaft, camshaft, and connecting rod bearings. Exhaust valve seat inserts of silerone steel. Pump at right side of crankcase—oil capacity six quarts—pressure gauge on dash—level gauge on left side of engine.

ELECTRICAL SYSTEM . . . silent type with full voltage and current regulation. Battery 15-plate, 8 volt, 119 ampere hour capacity. Single wire system. Silent spark ignition. Automatic spark advance, speed and vacuum control.

FRAME . . . exceptionally rigid, double drop and girder truss type.

FUEL SYSTEM . . . dual downdraft carburetor equipped with automatic choke and integral air cleaner and intake silencer. Fuel pump. Full capacity sixteen gallons. (11.3 Imperial gallons.)

OVERDRIVE . . . all helical planetary gears—silent operation—providing slower engine speed at higher car speed. Located at rear of transmission. Special equipment.

PISTONS . . . aluminum alloy U-clip rim ground. Two compression and two oil rings per piston.

SHOCK ABSORBERS . . . hydraulic double acting Aero-type, front and rear.

SPRINGS (Front) . . . "Amole" steel coil (rear) semi-elliptic with tapered leaf ends—11 leaves—length 33 1/4" metal covered—squeak proof. Silent "U" type shackles on rear of rear springs. Rubber bushings on front and rear springs.

STEERING GEAR . . . semi-reversible—worm and roller type—ratio 20.25 to 1.

TIRES . . . Air Wheel—non-skid tread. Size 8.50 x 16.

TRANSMISSION . . . silent synchro mesh helical type gears throughout.

WHEELBASE . . . 121". Overall length with bumpers 204 1/2".

SPECIAL NOTICE

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SUSPENSION (Front) . . . individually sprung wheels. Adjustable taper roller wheel bearings.

AXLE (Rear) . . . semi-floating, pressed steel housing. Hypoid gear of "Amole" and nickel-molybdenum steel.

BODY . . . safety all steel—reinforced with steel—insulated against noise and squeaks.

BRAKES (Service) . . . Chrysler internal expanding hydraulic on all four wheels, equipped with vacuum power booster on 13" drum—centrifuge brake drums, cast iron lined.

BRAKES (Parking) . . . independent external contracting on 7" cast iron drum on propeller shaft, rear of transmission.

CLUTCH . . . fully ventilated single dry plate type—woven asbestos facing on driven disc with torque cushioning by special springs.

COOLING SYSTEM . . . water circulated by centrifugal pump. Fin and tube radiator core with horizontal fan type sheet metal grille. By-pass thermostatic circulation control.

CRANKSHAFT . . . balanced and counterweighted. Supported on five steel backed babbit-lined main bearings with total area 62.1 sq. in. Impulse neutralizer.

ENGINE . . . L-head, water cooled, eight cylinders, four cycle, Bore 3 1/4", stroke 4 1/4", A. M. A. horsepower 11.80, developed horsepower at 3400 r.p.m. 110. Piston displacement 323.5 cu. in. Suspension, Patented Floating Power, engine and transmission as a unit, cradled in rubber, torque reaction taken by two rubber cradled mountings on either side of rear Floating Power motor seat mounting. Firing order 1-6-2-5-8-1-7-4. Five-bearing crankshaft. Six main bearing silent chain driven camshaft. Exhaust valve seat inserts of special alloy. Full pressure lubrication to all crankshaft, camshaft, and connecting rod bearings. Other working parts lubricated by positive spray. Pump located on right side of crankshaft. Oil capacity six quarts—pressure gauge on instrument panel.

ELECTRICAL SYSTEM . . . silent type generator—vibrator type current and voltage regulation. Inertia positive shift—operated by push button on instrument panel. Battery 17-plate, 6-volt, 136 ampere hour capacity. Silent spark ignition. Automatic spark advance, speed and vacuum control.

FRAME . . . exceptionally rigid, double drop and girder truss type.

FUEL SYSTEM . . . dual downdraft carburetor equipped with automatic choke, air cleaner, silencer and fuel pump. Fuel supply tank capacity 20 gallons. (16.7 Imperial gallons.)

OVERDRIVE . . . all helical planetary gears—silent operation—providing slower engine speed at higher car speed. Located at rear of transmission.

PISTONS . . . aluminum alloy, anodized surface—U-clip type, two compression and two oil rings per piston.

SHOCK ABSORBERS . . . hydraulic double acting zero-type front and rear.

SPRINGS (Front) . . . independent "Amole" steel coil (Rear)—semi-elliptic with tapered leaf ends. Length 33 1/4". Metal covered—silent U-type shackles on rear of rear springs. Rubber bushings at front and rear of rear springs.

STEERING GEAR . . . semi-reversible—worm and roller type—ratio 20.5 to 1.

TIRES . . . air-wheel, non-skid tread. Size 7.50 x 16—6-ply with Life Guard tubes.

TRANSMISSION . . . silent synchro mesh helical type gears throughout. First speed and reverse operating on spirally cut splines, second speed operates on constant mesh helically cut gear.

WHEELBASE . . . 140". Overall length with bumpers—223 1/2".

SPECIAL NOTICE

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AXLE (Front) . . . reverse Elliott mandrel tubular.

AXLE (Rear) . . . semi-floating ground steel housing.

BODY (Safety All Steel) . . . unit body and frame.

BRAKES (Parking) . . . external contracting on cast iron drum.

BRAKES (Service) . . . Chrysler internal expanding hydraulic on all four wheels, equipped with vacuum power booster on 13" drum—centrifuge brake drums, cast iron lined.

CLUTCH . . . fully ventilated—single dry plate type.

COOLING SYSTEM . . . cylinders and valves surrounded by large water passages—water circulated by centrifugal pump. By-pass thermostat controls circulation—temperature gauge on dash—capacity of entire system 4 1/2 gallons. (3.35 Imperial gallons).

CRANKSHAFT . . . statically and dynamically balanced—eight counterweights forged integral with crankshaft.

ENGINE . . . L-head type water cooled, eight cylinders, four cycle—3 1/4" bore, 4 1/4" stroke—A. M. A. horsepower 11.80—developed horsepower at 3400 r.p.m. 110. Piston displacement 323.5 cu. in.—aluminum cylinder head—motor mounting patented Floating Power—firing order 1-6-2-5-8-3-7-4. Camshaft drop forged with same and distributor drive integral—six bearings—exhaust valve seat inserts—full pressure lubrication—oil pump—oil filter—oil capacity 6 quarts—pressure gauge on dash—crankcase ventilator.

ELECTRICAL SYSTEM . . . silent type generator with full voltage and current regulation—six volt type—starter, solenoid positive shift—6 volt—battery 17-plate, 6-volt, 136 ampere hour capacity—ignition silent spark—automatic advance, waterproof distributor—top outlet.

FUEL SYSTEM . . . dual downdraft carburetor—positive fuel pump, adjustable accelerating pump, automatic choke and idle control, intake silencer, air cleaner, automatic manifold heat control—fuel tank capacity 21 gallons. (17.5 Imperial gallons.)

OVERDRIVE—All helical planetary gears—silent operation—providing slower engine speed at higher car speed. Located at rear of transmission.

PISTONS . . . special anodized treated light aluminum alloy—T-clip type—two compression and two oil rings per piston.

SPRINGS . . . new tapered leaf type—semi-elliptic—silent U-threaded shackles—metal covered—rubber bushing in front end of rear springs.

STEERING GEAR . . . worm and roller type—ratio 20.5 to 1.

TIRES . . . Airwheel, non-skid tread—size 7.50 x 16—Life Guard tube (8 ply)

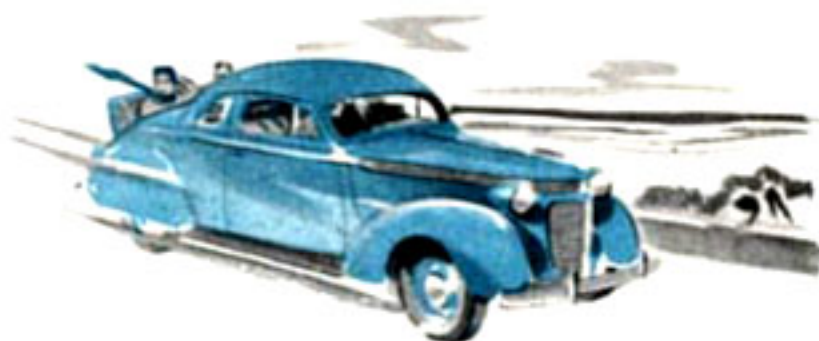
TRANSMISSION . . . synchro-silent transmission—helical gears throughout, first and reverse speeds operating in spirally cut splines, second speed operates on constant mesh helically cut gear.

WHEELBASE . . . 128", overall length with bumpers 213 1/2".

SPECIAL NOTICE

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Chrysler TOPS 'EM ALL!



For 1937 . . . Chrysler "Tops 'Em All" with three sensational new cars . . . brimming with forward-reaching style . . . packed with astonishing new results in performance—in economy . . . challenging 'em all with more-for-the-money value!

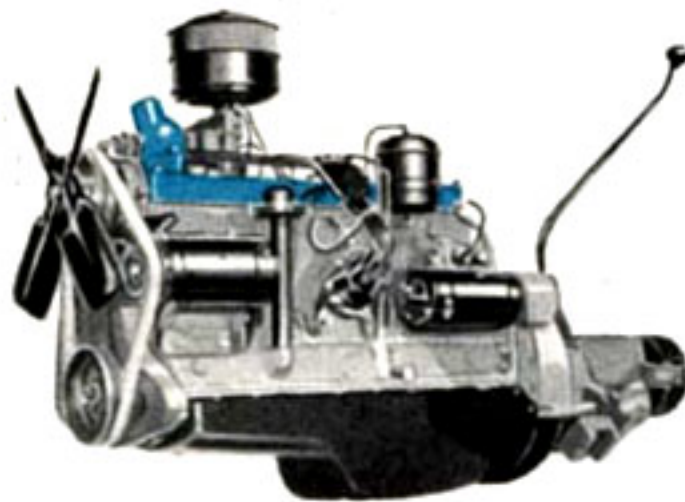
THE ROYAL

An entirely new—entirely different—kind of car . . . styled to a queen's taste . . . powered with an amazing new 93 horsepower, Gold Seal high-compression engine that gives results engineers have dreamed about for years . . . a totally new combination of flashing performance and outstanding economy . . . not a single top-ranking Chrysler engineering feature has been left out—you know in advance that it can't be just an ordinary car . . . it has everything Chrysler is famous for, PLUS.

1937

THE IMPERIAL

Here's another more-for-the-money triumph! Dollar for dollar, the Imperial is the greatest "Eight" you ever saw. It's frankly a luxury car. But it makes luxury mighty easy to buy. Lots of wheelbase . . . loads of power . . . an almost unbelievable amount of room!



THE CHRYSLER GOLD SEAL ENGINE
FIGHTING HEART OF ROYAL PERFORMANCE

New aertype shock controls . . . newest scientific weight distribution . . . the latest and greatest in safety all-steel bodies . . . new outrigger body mountings . . . Floating Power . . . Automatic Overdrive to give extra miles at touring speeds.

THE AIRFLOW

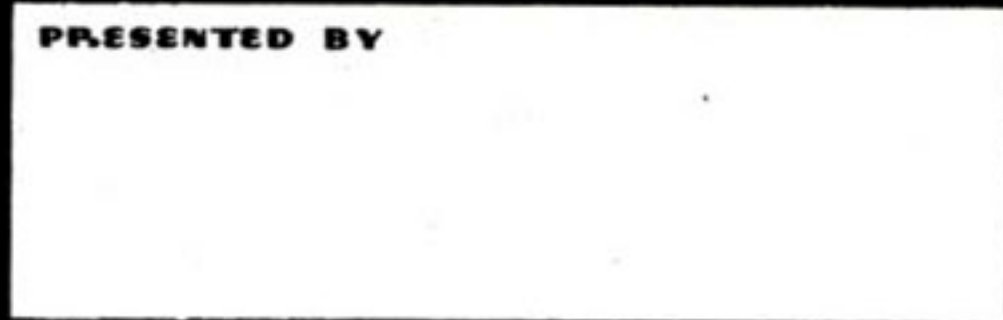
It's the most modern car on the road . . . the safest . . . the most scientifically streamlined . . . the most gloriously comfortable car to ride in that we or anybody else ever built! There's a racy new beauty in its line . . . the same forward-reaching look you've noted in the other 1937 Chryslers. It's new inside, too! With beautiful new appointments . . . richer, deeper, more luxurious upholstery . . . exquisite styling in every detail. See all these great new Chryslers. Then drive the one that suits your needs the best . . . you'll find it the smartest buy on the road.

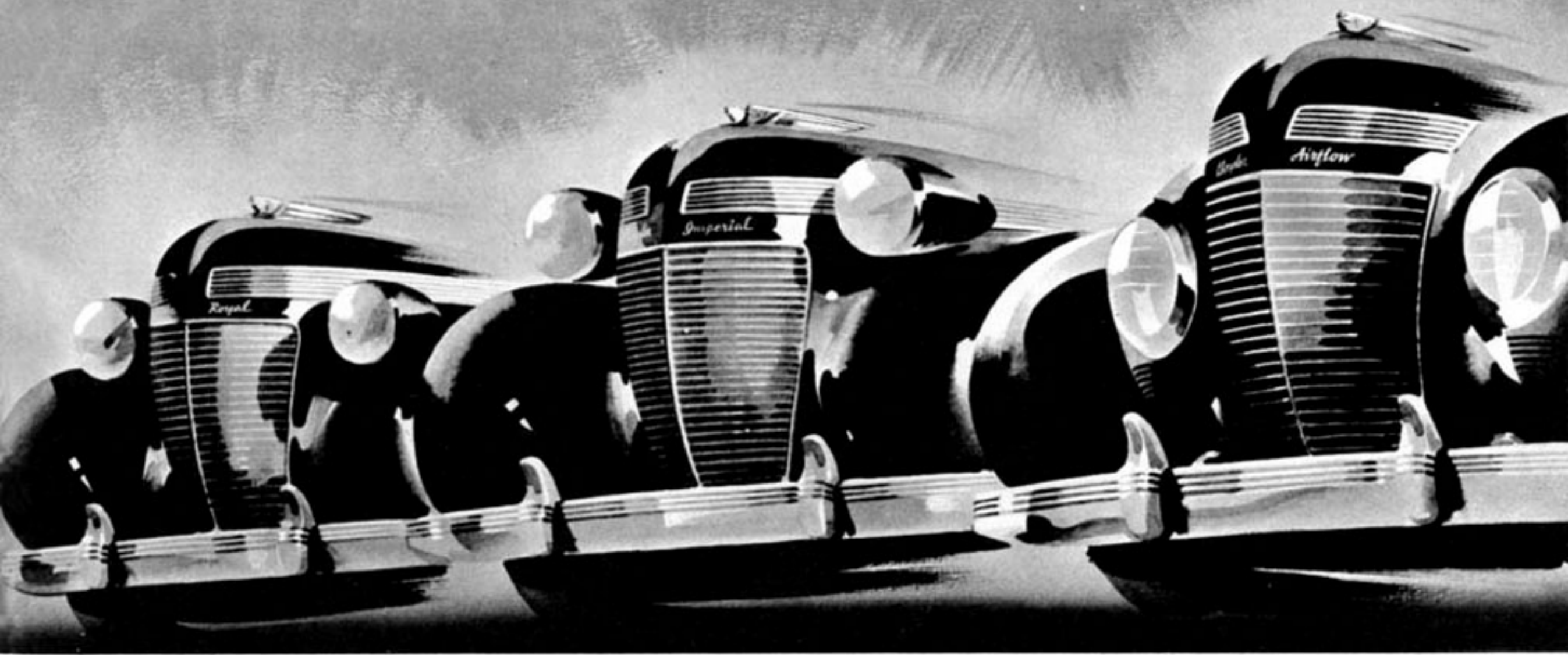
CHRYSLER TOPS 'EM ALL



Royal • Imperial • Airflow

PRESENTED BY





The ROYAL

AN ENTIRELY NEW
CHRYSLER... IN THE
LOW-PRICED FIELD

The IMPERIAL

DOLLAR FOR DOLLAR
THE GREATEST
OF THE EIGHTS

The AIRFLOW

AMERICA'S
MOST MODERN
MOTOR CAR

THEY'RE THE

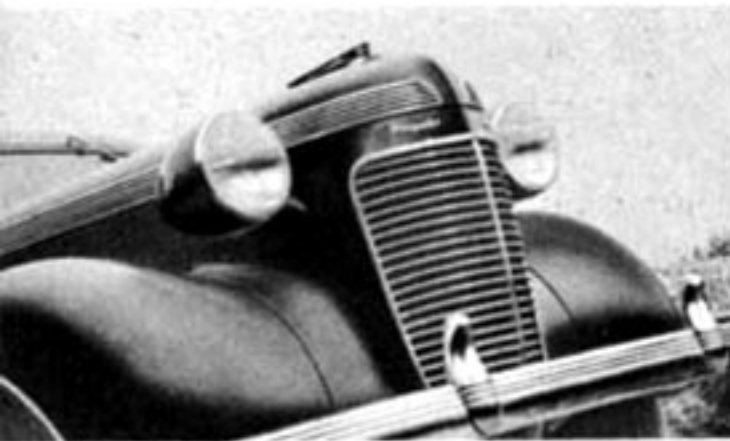
Smartest

CARS ON

THE HIGHWAY



Sleek, smooth, aerodynamic lines



Forward-reaching styling



Large, integral built trunks



The very first Chrysler ever built was acclaimed quite as much for smartness as for its sparkling performance. Indeed, Chrysler pioneered a new kind of smartness that has remained ever since a distinctive attribute of all Chryslers. Today, the Royal, Imperial and Airflow carry on this Chrysler tradition of leadership.

THEY'RE *Tops* IN LUXURY AND COMFORT



The windshield is the full ventilating type for additional comfort in warm weather.



Ash receivers are located in each of the rear seat arm rests in addition to the one located in the center of the instrument panel.



Foot rests are built as an integral part of the front seat and move backward and forward as a unit.



Both front and rear compartments have all the advantages of controlled draft-free ventilation.



There's a convenient reading light in the rear compartment of the sedans.



An unusually large glove compartment is located in the right side of the instrument panel.



Luxury and comfort take on a new significance after you have experienced Chrysler's softly padded, "form" contoured seats.

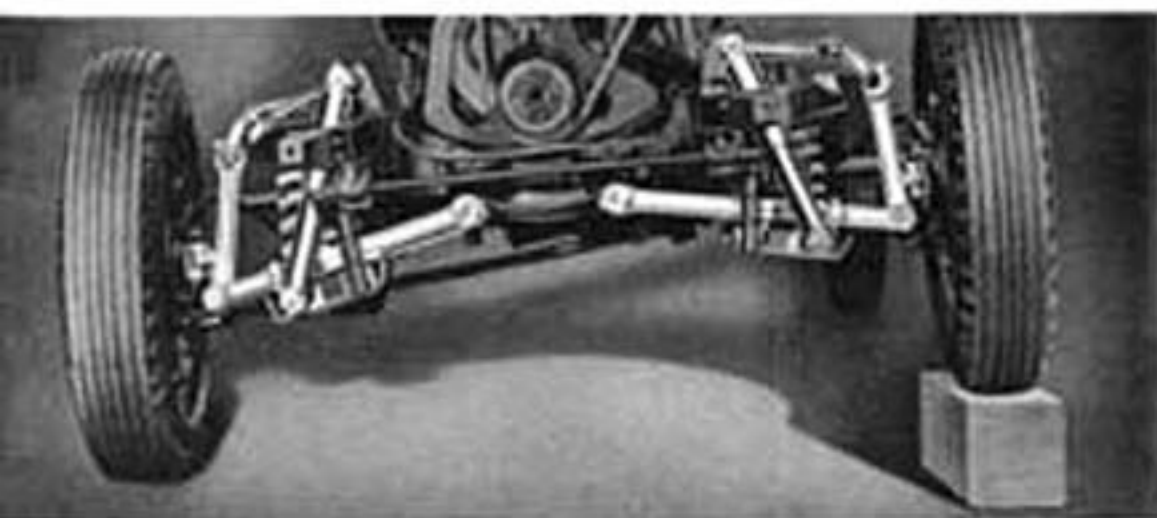
NO OTHER CARS EVER GAVE A

Ride like This

THE NEW 3-POINT CUSHIONED RIDE
CUSHIONED IN OIL...CUSHIONED ON AIR...CUSHIONED IN RUBBER



FLOATING RIDE . . . the engine and seats in the new Chrysler have been moved forward, so that weight masses have been redistributed and passengers ride between the axles where there is no jolting or bouncing as you glide over ordinary road irregularities.



INDEPENDENT FRONT WHEEL SPRINGS . . . are synchronized with Chrysler's tapered leaf. Adds steel rear springs to provide a balanced rate of spring action—both front and rear.



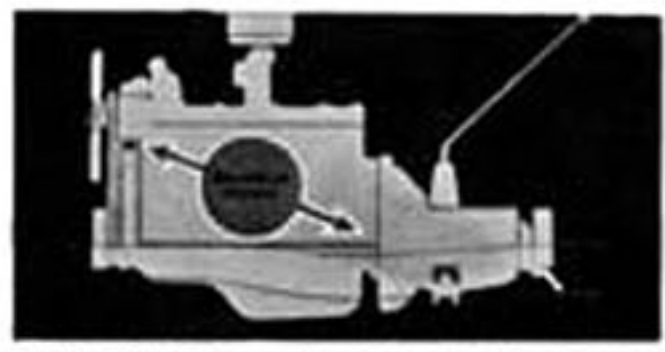
THE RIDE STABILIZER . . . counteracts sideways encounter when rounding curves or cutting in and out of traffic at touring speeds, and helps keep the car on an even keel, providing a feeling of exceptional security.



FULLY INSULATED BODIES . . . protect Chrysler owners from heat and cold as well as muffle objectionable road noises . . . contributing greatly to Chrysler's relaxing ride.



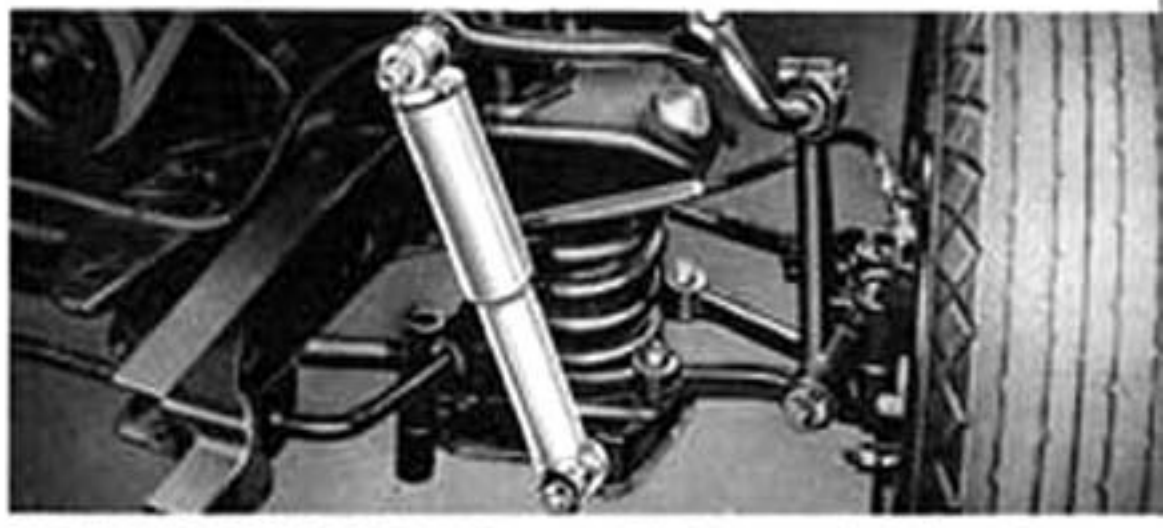
CHAIR HEIGHT SEATS . . . designed like a comfortable living room divan, give full support to the knees and permit the feet to rest naturally with the human body providing perfect support, thereby lessening fatigue.



FLOATING POWER . . . the engine and transmission are cradled in rubber so that the entire power plant is suspended in perfect balance and all power tremor is absorbed.

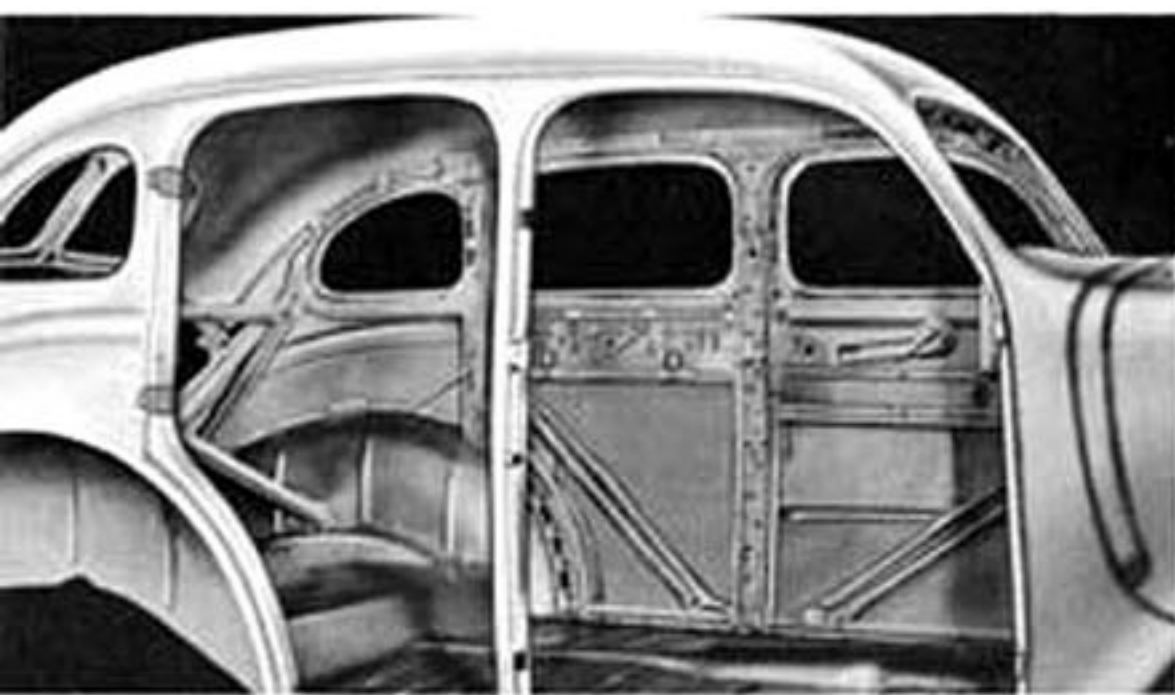


NEW OUTRIGGER BODY MOUNTINGS . . . although the Chrysler safety all-steel body follows the contour of the frame it no longer is mounted directly to it . . . it is mounted on short outriggers that are completely insulated with pure gum rubber . . . eliminating any metal to metal contact . . . noise can't be transmitted from frame to body.



AERO HYDRAULIC SHOCK ABSORBERS . . . control both the upward and downward movement of the springs . . . they are direct-acting, operating in a cushion of oil greater in volume than is ordinarily used. Road shocks are practically eliminated.

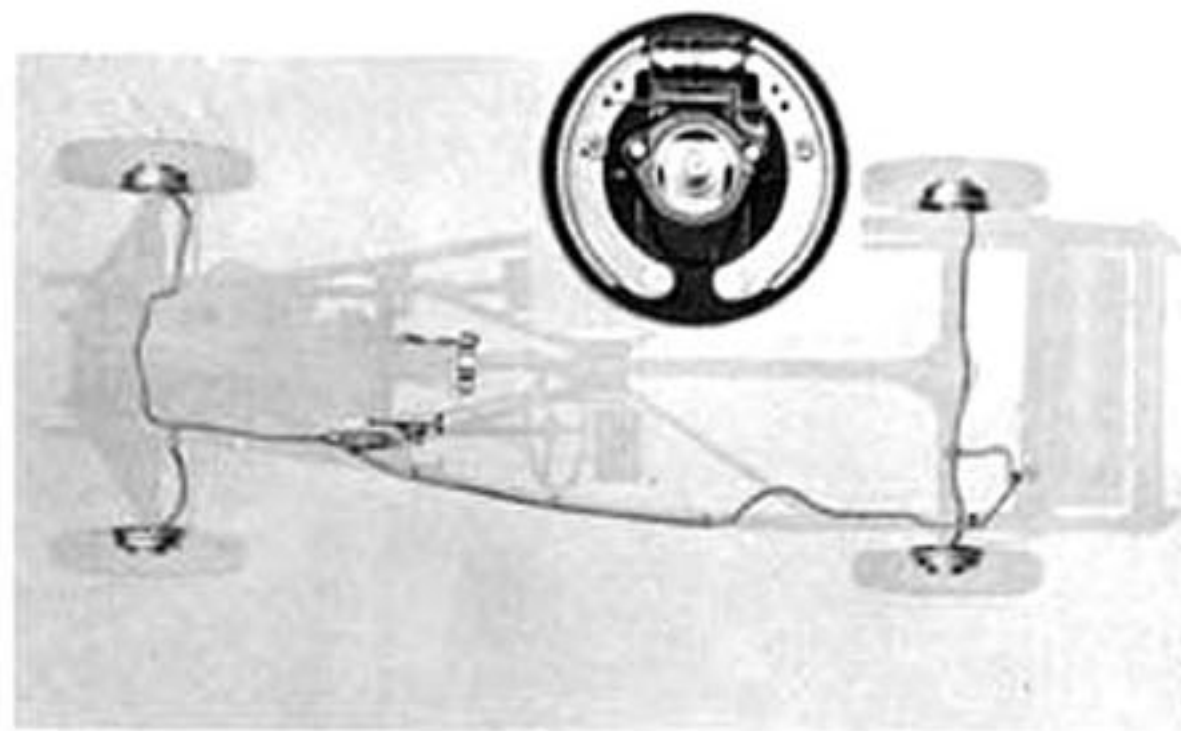
NO OTHER CARS EVER GAVE YOU *Safety like This*



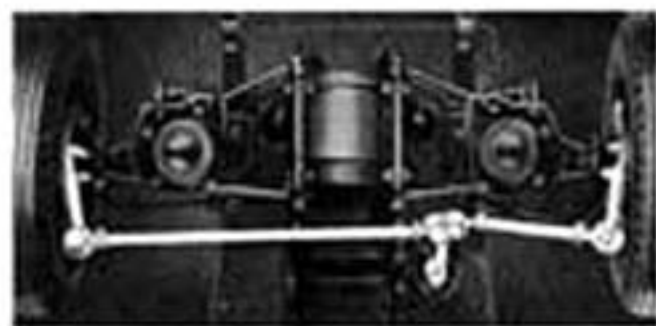
ALL STEEL BODIES . . . Chrysler safety all-steel bodies are built like a modern skyscraper—steel above, steel below, steel on all sides—all reinforced with steel, interlocking with the frame to provide the most rigid, safest bodies built. There are no bolted or screwed joints to cause leaks.

Chrysler engineers and designers labor with unceasing effort to make Chrysler motor cars the safest on the highways . . . consequently, Chrysler owners have the assurance that they have not only those safety features pic-

needed by Chrysler in former years, and now adopted throughout the industry, but the good new things as well. Study the safety features on these pages . . . then be sure your next car has them . . . your safety demands it.



EQUAL PRESSURE HYDRAULIC BRAKES . . . In Chrysler's hydraulic brake system, brake shoes are anchored at the bottom and brake pressure depends entirely upon the pedal pressure of the driver . . . this assures a positive, easy stop, free from jerks or sway.



SHOCKLESS STEERING . . . completely eliminates the possibility of road shocks traveling up through the steering mechanism to the steering wheel . . . providing effortless, directional control.



RECESSED CONTROLS . . . all controls in the Royal and Imperial instrument panels are recessed in accordance with modern safety demands . . . likewise, the instrument panel has been raised above knee height to prevent injury in case of sudden stops.



STEEL BRACING . . . A rigid "X" bracing is used across the back of the rear seat of all sedan models increase body rigidity.



ONE-PIECE STEEL TOP . . . new sturdiness and beauty are combined in this new steel top which, when welded to the already rigid steel body, results in unit construction of great strength and maximum safety.



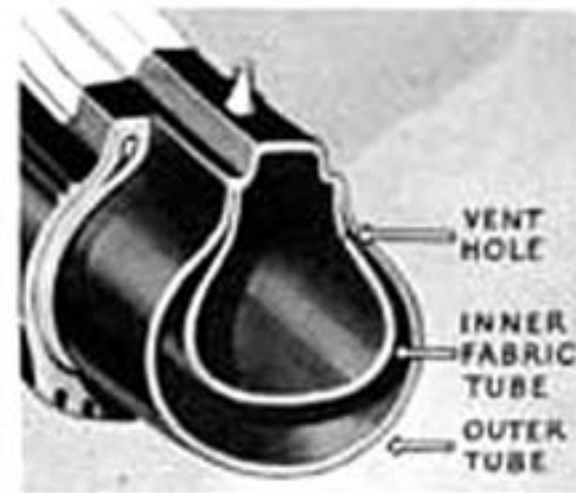
DEFROSTER VENTS . . . are provided on the Royal and Imperial so that heat from the car heater can be directed to the windshield, eliminating the possibility of steam and frost forming, assuring clear vision for winter driving.



SAFETY GLASS . . . to reduce the hazard of flying glass in case of accident Safety Glass is furnished, as standard equipment at no extra cost, in the windshield and windows of all Chrysler motor cars.



FLEXIBLE ARM RESTS . . . all hard reinforcing material has been removed from front door arm seats . . . door controls are formed so that the possibility of getting one's coat sleeve caught has been practically eliminated.



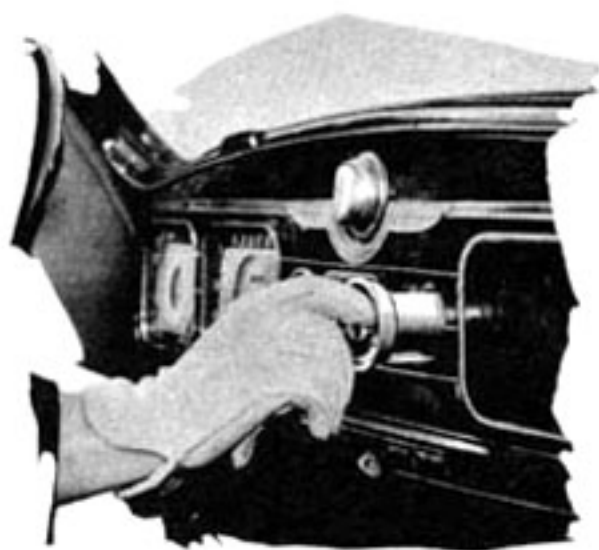
LIFE GUARD TUBES . . . reduce danger of blow-outs . . . secondary tubes stay inflated long enough to bring car to safe stop . . . available on Royal and Imperial, standard on Custom Imperial and Airflow.

ROOMINESS,

Smartness...GOOD TASTE...



Everything in the great new Chryslers conspires for the comfort of the woman driver . . . effortless shock-proof steering . . . adjustable front seat . . . arm rests . . . wide, full-vision windshield . . . positive equal pressure hydraulic brakes . . . feather-action clutch; in fact no detail however small has been overlooked.



Front seat smokers will find a large recessed ash receiver placed for their convenience in the center of the smart new instrument panel.



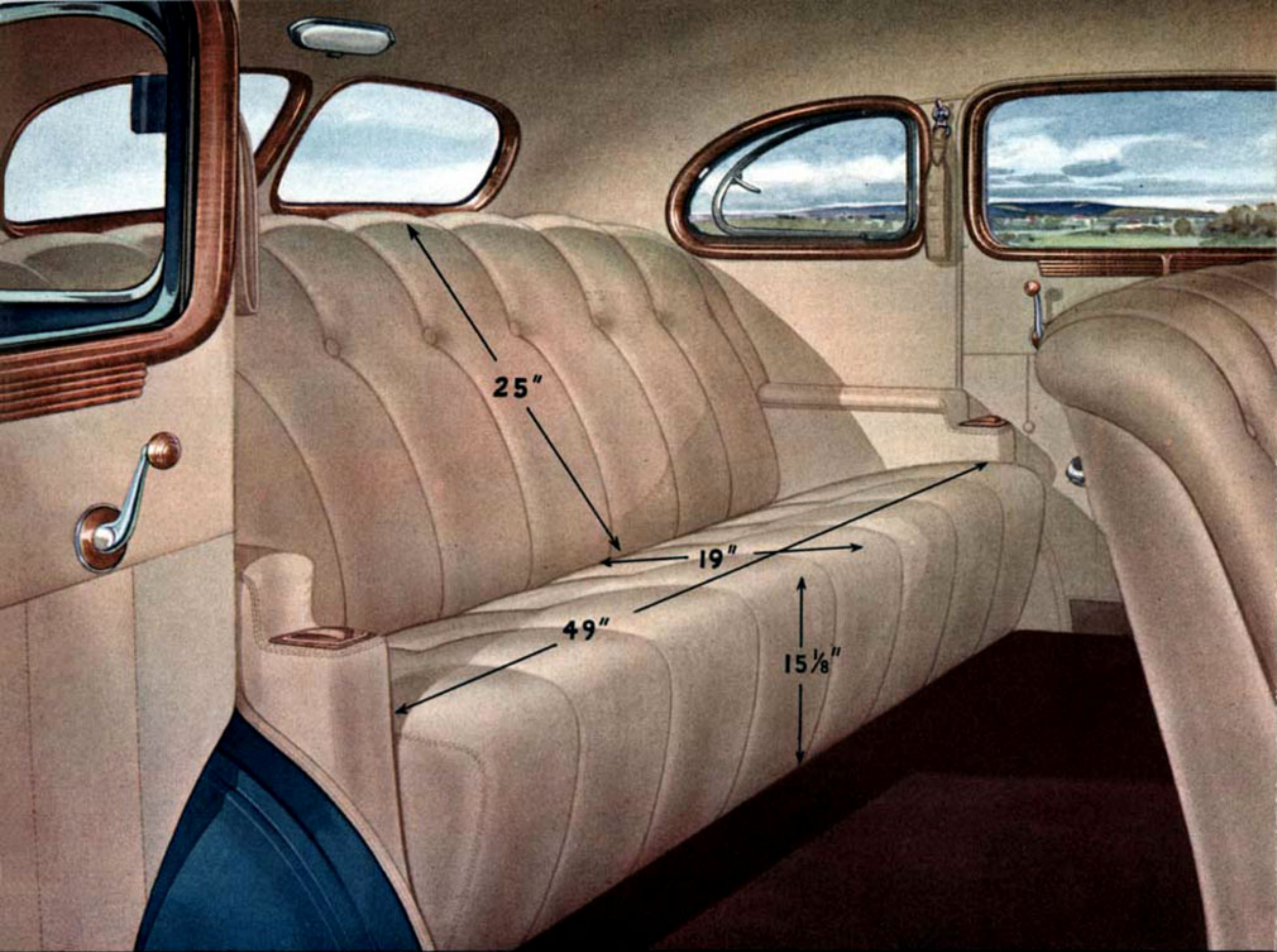
For years it has been necessary to buy weight to get room. You had to pay a price premium and an operating premium for "Fine Car" comfort. The new Chryslers end all that . . . just look at the dimensions of the Chrysler Royal interior at the right . . . you'll find unheard of roominess in every dimension . . . Seat width, cushion depth, elbow room, leg room, head room, floor space . . . there's more than ample room for six to ride in complete comfort. The smartness of Chrysler interiors is no mere happenstance —no greater care could be exercised in the building of the most costly of motor cars . . . only choicest of fabrics and hardware are used in blending these perfect symphonies of the body stylists' art.



There's a self-adjusting silk robe cord just below the attractively tufted front seat cushion . . . Doors as wide as house doors make entrance and exit exceptionally easy in these luxurious new Chryslers.



Room for three, both front and rear . . . without crowding or impairing the driver's operation of the car . . . eye-level vision through the exceptionally wide windshield is unimpaired due to the narrow pillar posts of the new safety all-steel body.



INTERIOR CHRYSLER *Royal* SEDAN FOR SIX PASSENGERS