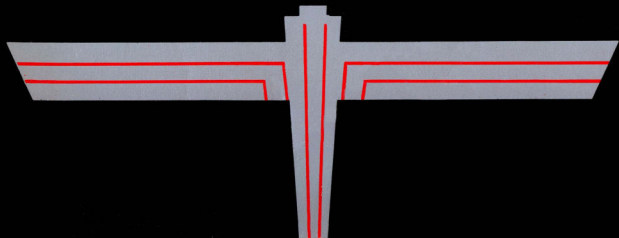


Chrysler

R O Y A L \* I M P E R I A L





B E T T E R   E N G I N E E R E D

B E T T E R   M A D E

T W O   N E W   B E A U T I E S



*The*

C H R Y S L E R   R O Y A L

C H R Y S L E R   I M P E R I A L

---

T W O N E W

B E A U T I E S

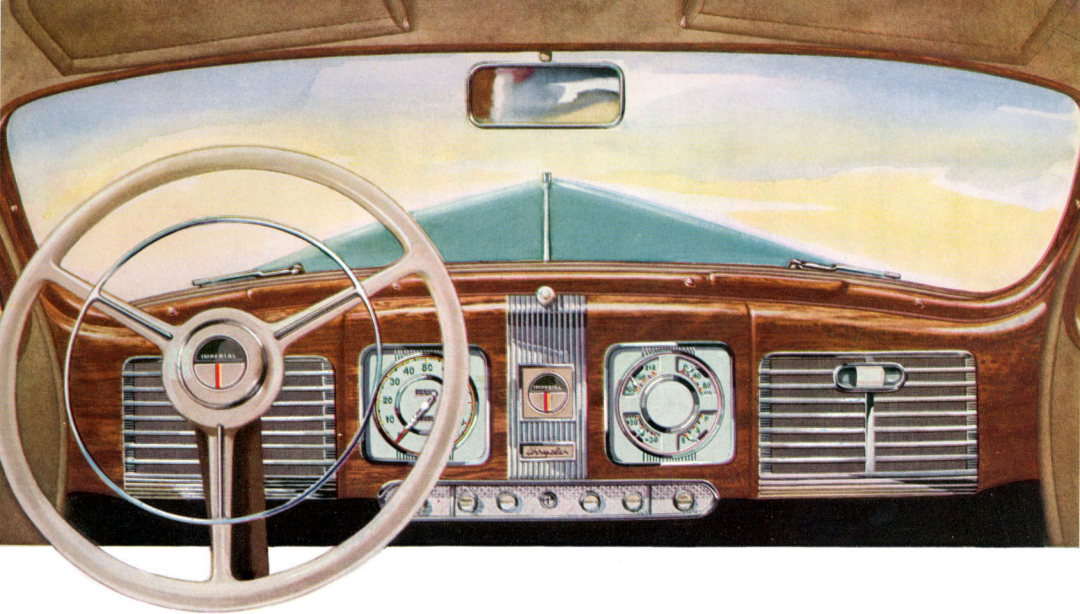


T H E *Chrysler* R O Y A L  
M O R E F O R T H E M O N E Y I N T H E L O W - P R I C E D F I E L D

T H E *Chrysler* I M P E R I A L  
P H E N O M E N A L P E R F O R M A N C E A T A R E M A R K A B L E P R I C E

For 1938 . . . Chrysler again makes thrilling motor car news . . . with two new sparkling beauties . . . two great new Chryslers . . . which focus public attention on the medium- and low-priced fields. There's the 1938 Royal . . . bringing high-priced beauty and comfort to the low-priced field . . . and the 1938 Imperial . . . a big, beautiful, fine car . . . a dynamic performer . . . at a remarkable price.





Behind the wheel of either of Chrysler's Two New Beauties, you get convincing evidence of the substantial value of Chrysler engineering to the motorist. Before you is an instrument panel which is a true index to the superior character of the car . . . its beauty . . . its detailed completeness . . . its convenience . . . its safety . . . its ease of handling . . . and the absolute command which the driver exercises

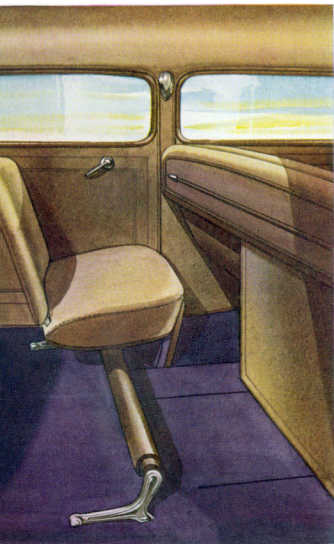
over every phase of performance of either of these remarkable cars.

And you realize that Chrysler engineering is what you really buy in these cars . . . the skill . . . the knowledge . . . the experience . . . and the pioneering spirit . . . which take the same basic materials used in other cars and mould them into finer cars . . . the finest in their fields . . . the greatest automobile values to be bought for a low or medium price.

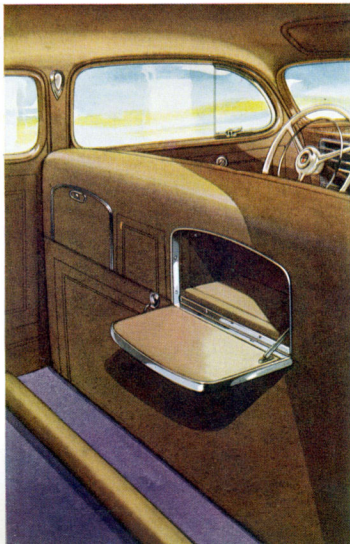
WITH CHRYSLER'S TRADITIONAL

*Good Taste*

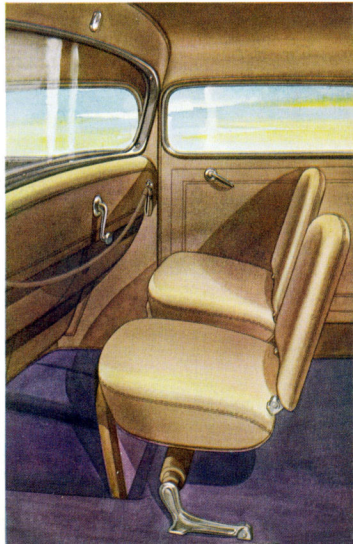
*Seven-Passenger Sedan.* Auxiliary seats fold out of sight when not in use. When in use two additional passengers can ride in complete comfort.



*Five-Passenger Sedan.* Auxiliary compartments are of unusual size . . . one long enough for a golf bag . . . with two vanity compartments which may be fitted if desired.



*Seven-Passenger Sedan Limousine.* There is a glass partition behind the front seat which may be raised or lowered as the dictates of privacy demand.



# Chrysler

## IMPERIAL CUSTOM MODELS

FIVE PASSENGER SEDAN • SEVEN PASSENGER SEDAN • SEVEN PASSENGER SEDAN LIMOUSINE



### *Chrysler's Finest*

#### THE HIGHEST EXPRESSION OF CHRYSLER ENGINEERING

Owners believe that Chrysler's Finest is also Motor-dom's Finest. Certainly, there is justification for that belief. Absolutely majestic in size and proportions, the Chrysler Imperial Custom Models are finished as painstakingly as miniature portraits . . . simply tremendous in performance and power . . . they are built with all the precision of a costly watch.

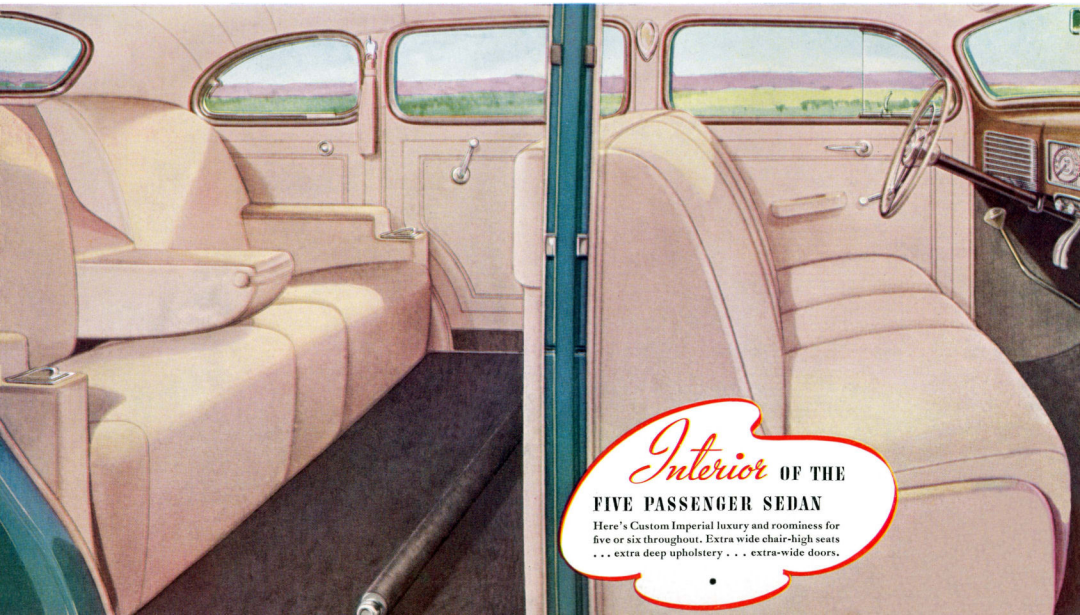
These great cars have a wheelbase of 144 inches . . . and an engine of 130 horsepower. They're the roomiest cars on the highways, but for all their size they start and stop and handle with amazing ease.

The interiors are outstanding in smartness and beauty . . . and utterly luxurious in the richness of their upholstery and fittings. You'll find the best of everything in Chrysler's Finest.

And . . . what is rare in a Custom-type car . . . you'll find complete safety . . . including Safety all-steel body . . . hydraulic brakes . . . brake booster . . . and really scientific weight distribution.



# BEAUTIFUL *Custom* STYLING



## *Interior* OF THE FIVE PASSENGER SEDAN

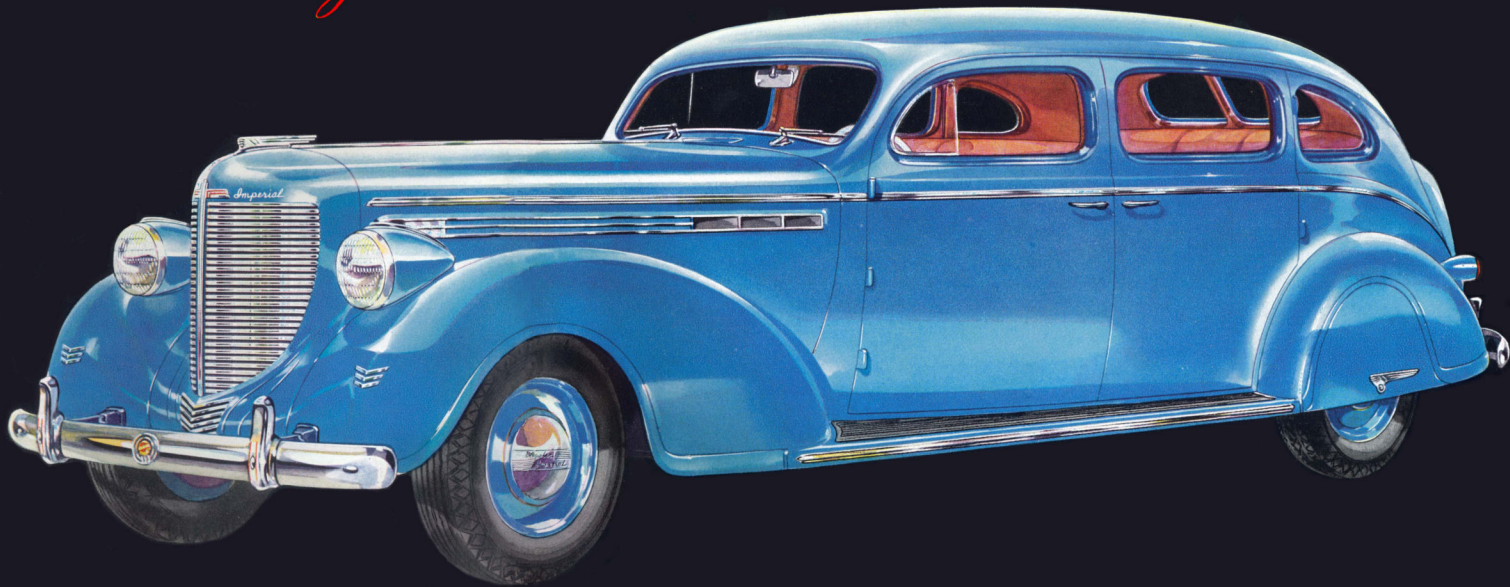
Here's Custom Imperial luxury and roominess for five or six throughout. Extra wide chair-high seats . . . extra deep upholstery . . . extra-wide doors.

*Chrysler* IMPERIAL TOURING SEDAN

CHRYSLER  
*Imperial*  
... PHENOMENAL  
PERFORMANCE AT A  
REMARKABLE PRICE

You'll find many sound reasons for buying a Chrysler Imperial . . . its persuasive beauty . . . its long 125 inch wheelbase . . . its really remarkable roominess and comfort. And you'll find that all the refinements of Chrysler's famed engineering come to a brilliant climax behind the wheel.

A motor car is, first of all, a machine . . . and what a machine this fine Imperial is with its 110 horsepower engine! Smooth as silk and silent as a turbine . . . with tremendous reserves of eager, fighting power. A car with flashing get-away . . . a car for hills and mountains . . . a car for sensational cross-country driving at any speed you choose. You won't tire the Imperial . . . and it won't tire you.



*Chrysler* IMPERIAL TOURING BROUGHAM



A de luxe two-door family  
model, with exceptionally  
large trunk for luggage.

*Chrysler* IMPERIAL CONVERTIBLE SEDAN



Top down, a swanky touring car; top up, a handsome weather-tight closed car.



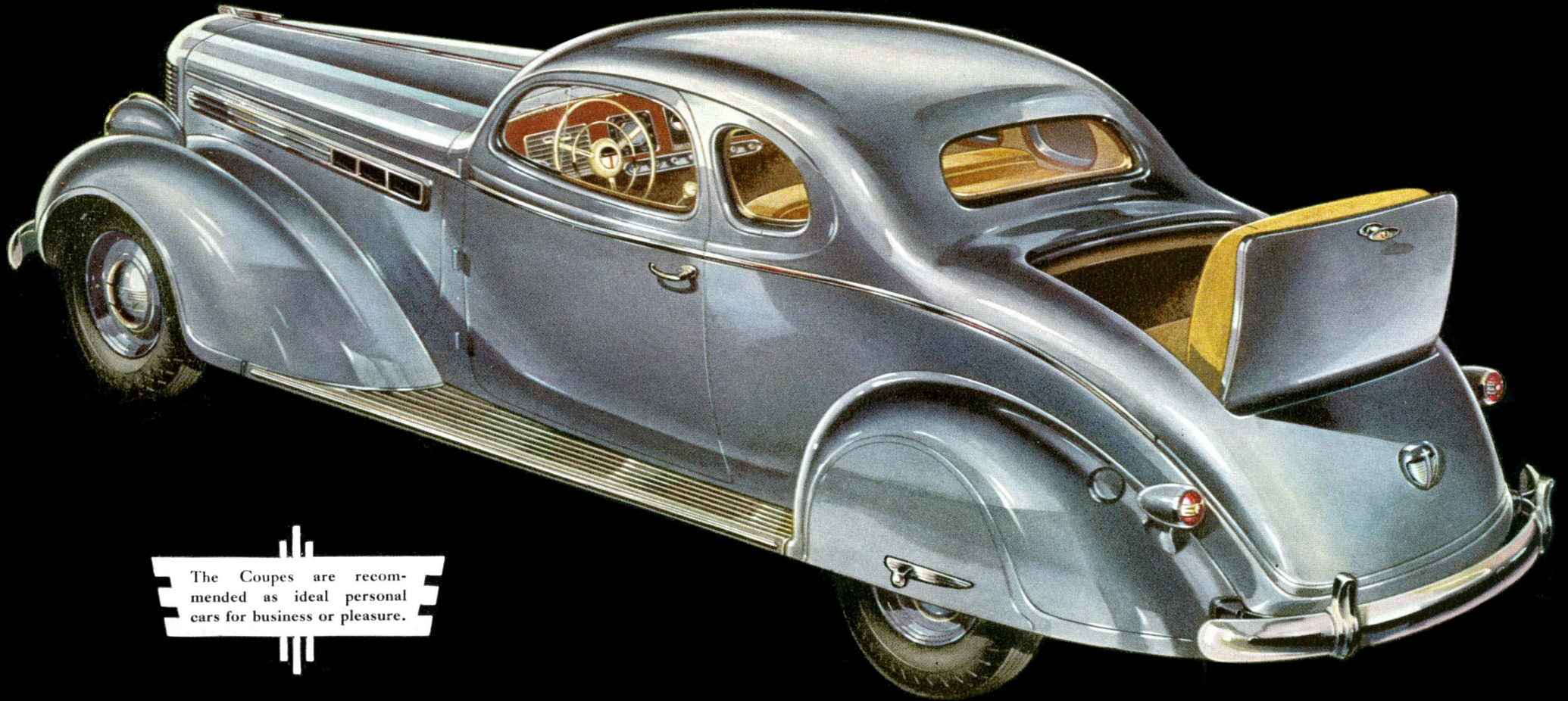
*Chrysler* IMPERIAL CONVERTIBLE COUPE



Changes from Coupe to Roadster in a jiffy. Comfortable rumble seat in deck.



*Chrysler* IMPERIAL COUPE *and*  
RUMBLE SEAT COUPE



The Coupes are recommended as ideal personal cars for business or pleasure.





# STEP INTO A NEW KIND OF *Luxury*

**T**HROUGH the wide doors of the Chrysler Royal you step into a new kind of luxury . . . high-priced luxury in the low-priced field. The Royal is a big car, with a wealth of interior roominess. Doors as wide as house doors . . . a broad, level floor . . . wide chair-high seats . . . lots of head room . . . leg room . . . elbow room . . . plenty of room for complete relaxation and all-day riding comfort.

*Draught Free Ventilation in both front and rear compartments controls the amount of fresh air that is permitted to circulate within the car's interior.*

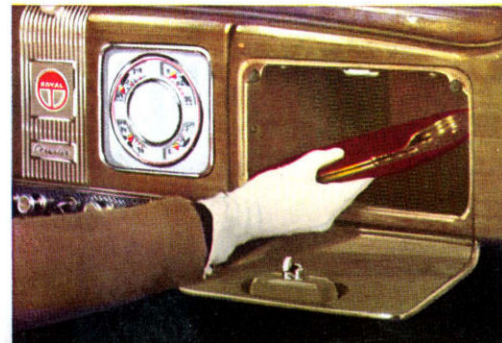


Interior richness is such as you have seen before only in the finest cars . . . with upholstery so superb you can sense its costly, long-wearing quality at a touch . . . and an instrument panel that bespeaks the character of everything in the car.

The instrument panel is lighted by prismatic reflectors. The starter button is on the dash . . . and there are defroster vents

to keep the windshield clear in winter. Molded rubber door seals exclude drafts. Ventilation is Chrysler's own draftless type. And equipment includes ash receivers in dash and both rear-seat arm rests . . . handsome assist straps . . . and a real reading lamp. All Royal body types have an unusual amount of room for luggage, so that passengers need not be inconvenienced in the slightest.

*The Glove Compartment will find many uses because of its size and convenience. It may be equipped with a lock if desired.*



*Convenient Ash Receivers are located in rear arm rests in addition to one built into the instrument panel.*



*The Reading Light located in the rear compartment is further indication of the ample provision made for comfort.*



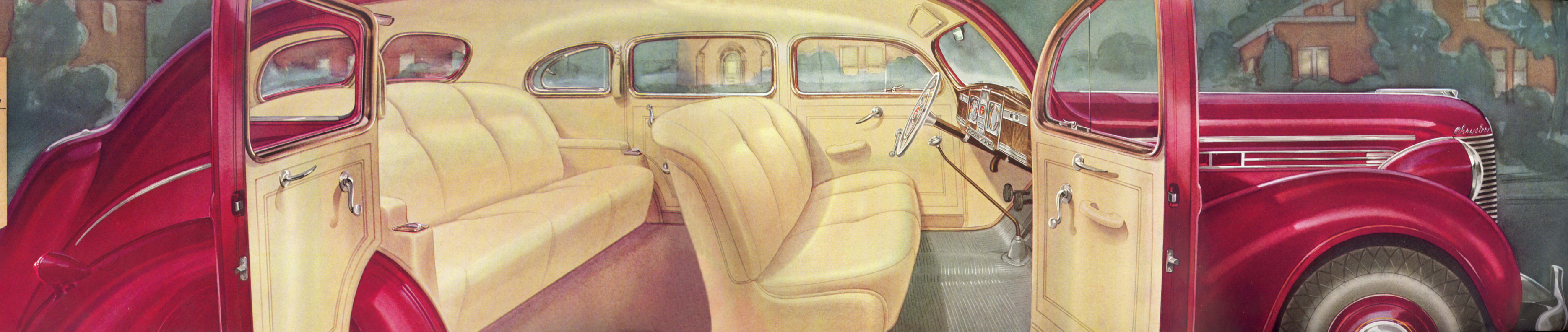




**HIGH PRICED**  
*Comfort*  
**IN THE LOW PRICED FIELD**

There's big-car roominess in every Royal interior dimension. It's 96 $\frac{1}{4}$  inches from the windshield to the rear window . . . 50" from floor to ceiling . . . 49" across the back seat . . . 47" across the front seat.

All seats are chair-high, with unusually high, soft backs . . . and there's plenty of leg room in both compartments. The rear compartment floor is broad and flat . . . and the doors are wide and high. Every seat has ample width for three . . . and that means room for shoulders and elbows, without crowding.





*Chrysler* ROYAL SEVEN PASSENGER SEDAN and  
SEDAN LIMOUSINE



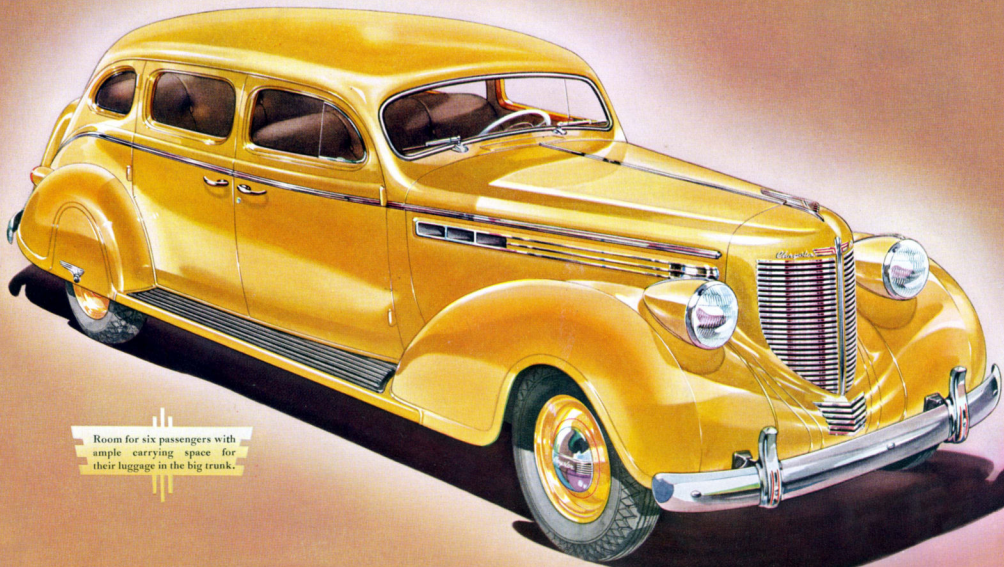
CHRYSLER  
*Royal*  
....MORE FOR THE MONEY  
IN THE LOW-PRICED FIELD!

Chrysler Royal is the biggest buy in the low-priced field . . . biggest in size . . . biggest in fine-car features that add to comfort and safety.

The new Royal has a new Gold Seal engine of 95 horsepower . . . silky smooth with floating power. It has a wheelbase of 119 inches. It has Aero-hydraulic shock absorbers . . . independently sprung front wheels . . . rear springs with thin tapered leaves of Amola steel . . . side-sway eliminator . . . shockless steering . . . scientific weight distribution. It has rubber cushioned body mountings . . . safety *all-steel* bodies . . . and equal action hydraulic brakes.

Only Chrysler engineers could have designed this great new Royal and incorporated into it all of its amazing quality and performance features, at a price so low. It's a genuine quality car that costs little to buy . . . and little to drive. It's the more for the money car in the low-priced field.

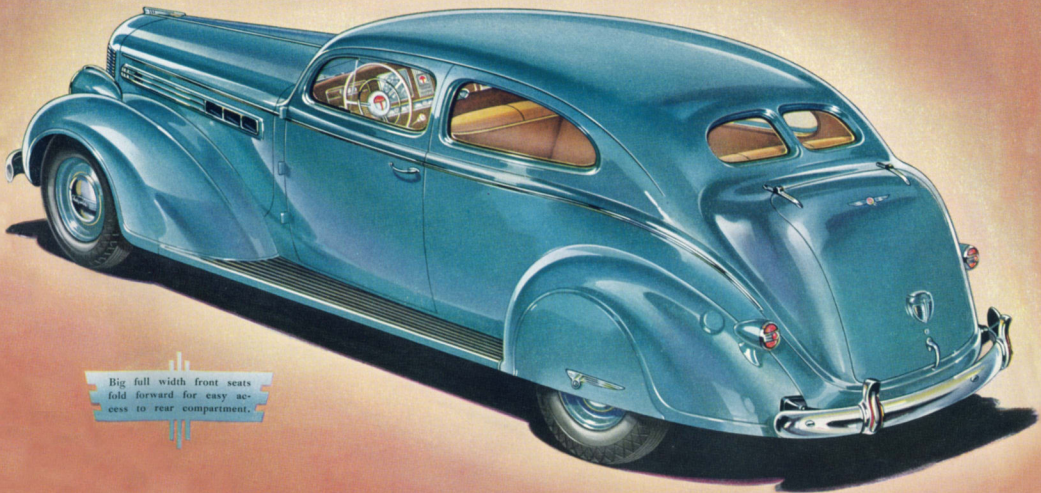
CHRYSLER *Royal* TOURING SEDAN



Room for six passengers with  
ample carrying space for  
their luggage in the big trunk.

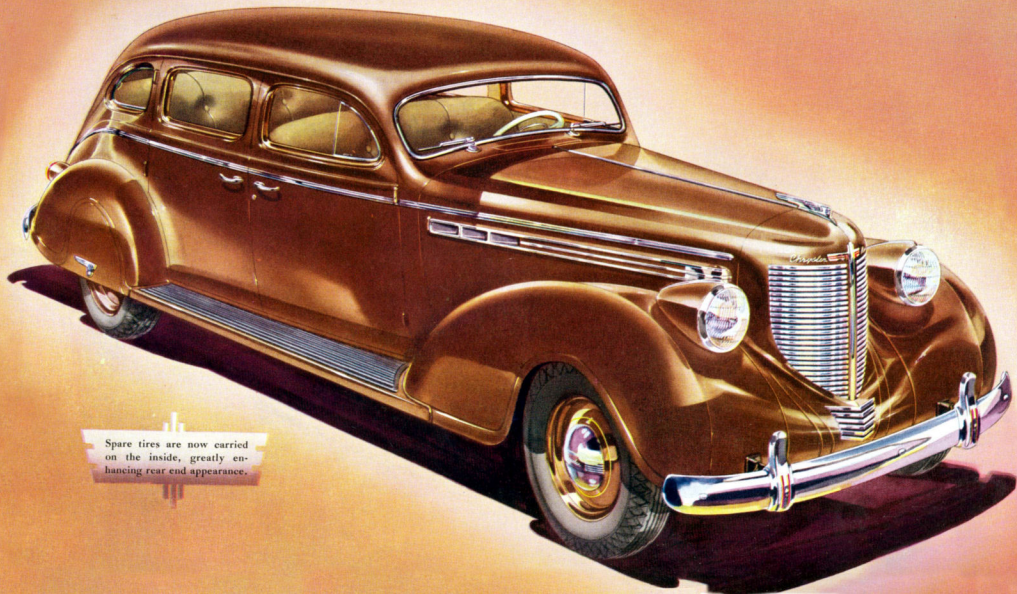


CHRYSLER *Royal* TOURING BROUGHAM



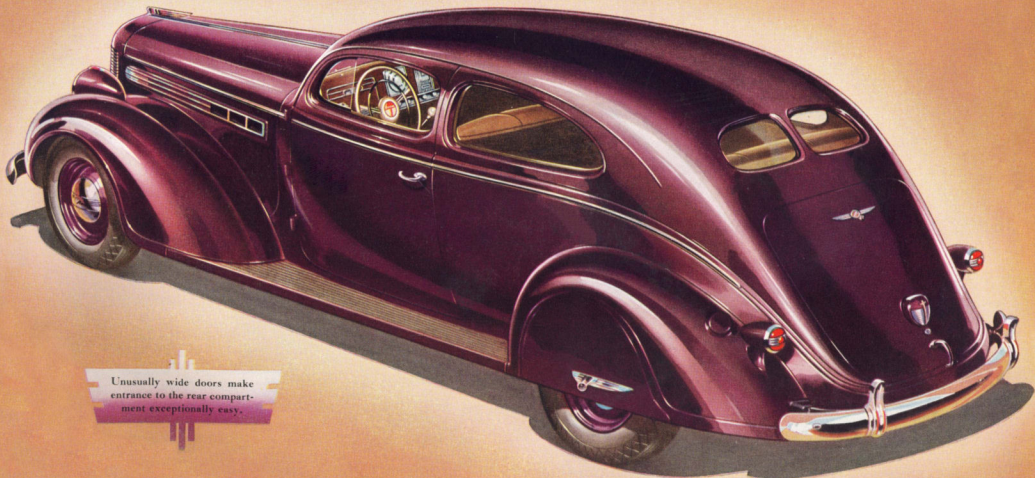
Big full width front seats  
fold forward for easy ac-  
cess to rear compartment.

CHRYSLER *Royal* SEDAN



Spare tires are now carried on the inside, greatly enhancing rear end appearance.

CHRYSLER *Royal* BROUGHAM



Unusually wide doors make  
entrance to the rear compart-  
ment exceptionally easy.

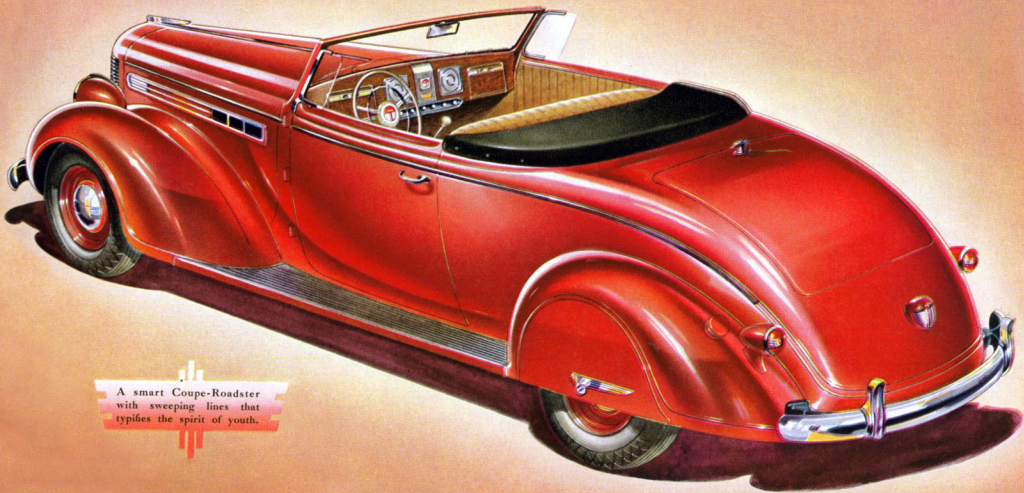


CHRYSLER *Royal* CONVERTIBLE SEDAN



A beautiful all-weather  
model, with smart top, that  
folds down flush with body.

CHRYSLER *Royal* CONVERTIBLE COUPE



A smart Coupe-Roadster  
with sweeping lines that  
typifies the spirit of youth.

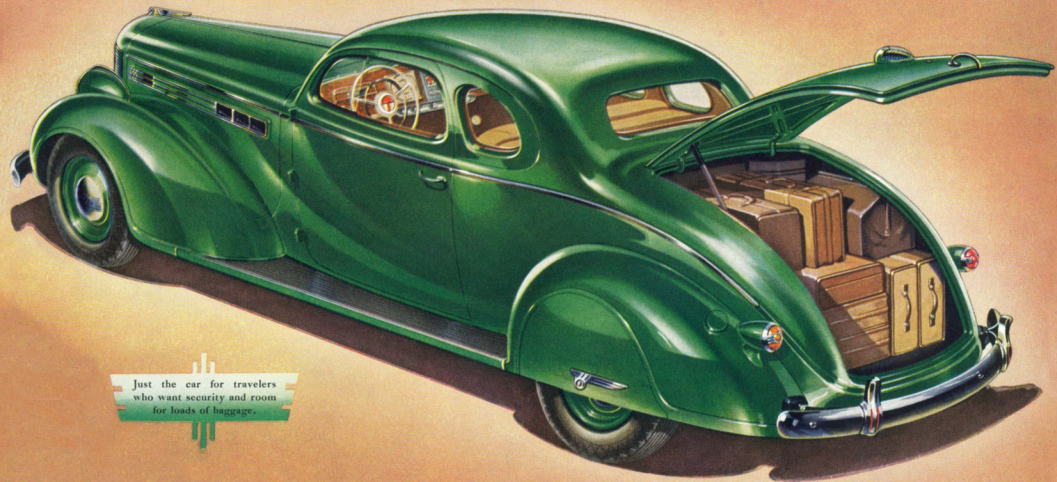


CHRYSLER *Royal* RUMBLE SEAT COUPE



A wide seat for three in front, with roomy rumble seat for extra passengers.

CHRYSLER *Royal* COUPE



Just the car for travelers  
who want security and room  
for loads of baggage.

# a BIGGER MEASURE



*Y*OU CAN measure Chrysler comfort with a yardstick . . . you can see it with your eye . . . or you can sink into the luxurious chair-high seats and feel it envelop you as you glide along the highway in complete relaxation.

*Chrysler gives you really scientific weight distribution . . . all passengers cradled between axles . . . all weight masses exactly distributed for greatest comfort.*

✧

*All seats are chair-high, to insure natural and comfortable posture. No sitting on the back of your neck . . . no cramped unnatural position during long rides.*

✧

*No less than five different kinds of insulation materials are used to insulate Chrysler bodies against noise and drumming . . . against heat and cold.*

✧

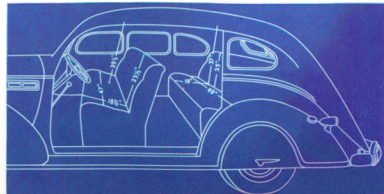
*Aero-hydraulic shock absorbers control both the upward and downward motion of the chassis springs. They are direct acting . . . oil cushioned . . . and practically eliminate road shocks.*

You can go further still. You can delve into the engineering reasons for the singular freedom of these cars from jolts and jars.

You'll find independently-sprung front wheels . . . rear springs with thin, tapered leaves of Amola steel . . . Aero hydraulic, double-acting shock absorbers, like those on a de luxe transport plane. You'll find sidesway eliminators . . . and road-shock eliminators in the steering connections. You'll find that the body is mounted at 18 points, 14 of which have live rubber insulation . . . and that the engine and transmission have Chrysler's famous

✧ ✧ ✧

*Dimensional chart of the four-door Sedan, showing the extra roominess which Chrysler engineers have provided in every dimension . . . shoulder room . . . head room . . . leg room . . . house width doors for easy entrance and exit.*





# OF

# Comfort



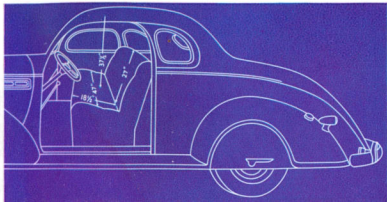
Floating Power engine mountings, also completely cradled in live rubber.

You'll find a very low center of gravity . . . and the highest development of scientific weight distribution in the industry. Most amazing of all, you'll find that the action of the chassis springs is timed to the rhythm most pleasant and least tiring to the human body . . . approximating the number of normal heart beats per minute, the number of steps per minute you make in easy walking.

Chrysler cars are also replete with important trifles for your comfort . . . assist straps . . . flexible arm rests . . . ash receivers in both rear seat arm rests . . . a reading lamp you can really read by . . . a glove compartment in the dash . . . instrument panel lighted by prismatic reflectors . . . draftless ventilation . . . extraordinary room for luggage in both the Coupe and Sedan models.



*Dimensional chart of the Coupe, showing the wide, adjustable seat for three, unusually roomy floor space . . . the immense rear deck space for rumble seat or for luggage . . . the spare wheel and tire is carried behind the driver's seat.*



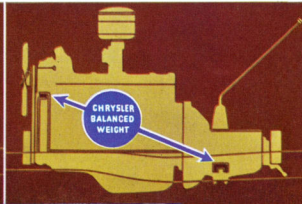
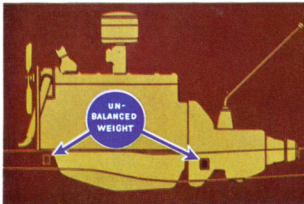
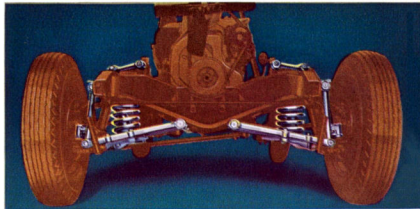
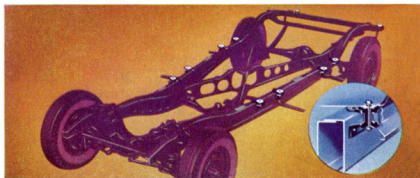
*Chrysler bodies are mounted at 18 points . . . 14 of which are cushioned in rubber. Outriggers give greater stability. Inset shows cushioning effect of outrigger mounting on double-channel frame.*



*Independent front wheel springs insure level, smooth riding. These springs are synchronized with the tapered-leaf, Anola steel rear springs, for a balanced rate of spring action.*



*Compare Chrysler's Floating Power with ordinary power plant mounting. Chrysler power plants are balanced on rubber-cushioned mountings and power tremors are absorbed . . . not transmitted, through the frame to car occupants.*

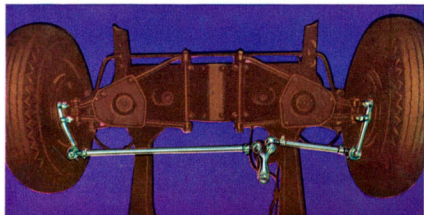


# A N E W M E A S U R E

CHRYSLER has always meant the utmost in motoring safety. The new Chrysler Royal and Chrysler Imperial are without a par in this all-important respect.

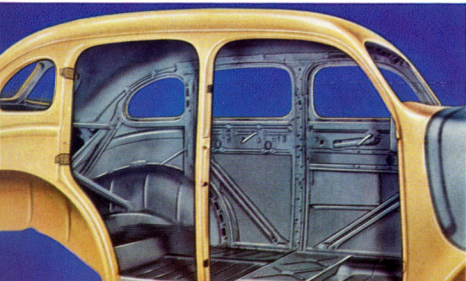
They have an X-type bridge frame . . . the most rigid frame the industry has ever known. Upon this frame, at 18 scientifically determined points, is mounted the armored safety *all-steel* body, made of heavy-gauge steel welded to heavy channel steel cross bracing.

The sidesway eliminator is a powerful steadying agent on sharp turns. Scientific weight distribution gives proper balance and, coupled with very low center of gravity, is especially valuable on wet or icy pavements.

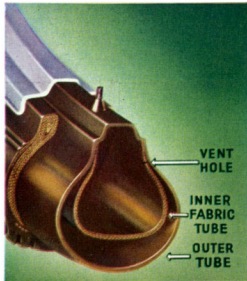


*Individual steering tie rods for each front wheel not only eliminate road shocks from the steering mechanism, but insure safe, positive steering control on all road surfaces.*

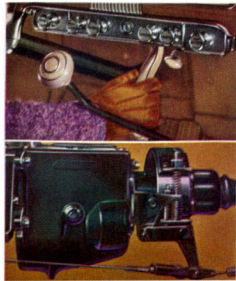
*Safety all-steel bodies are pressed from heavy-gauge body steel and welded to a bridge-type system cross-bracing, making a strong, one-piece armored unit.*



*LifeGuard tubes permit a safe stop if blowouts occur. Standard equipment on the Custom Imperial.*

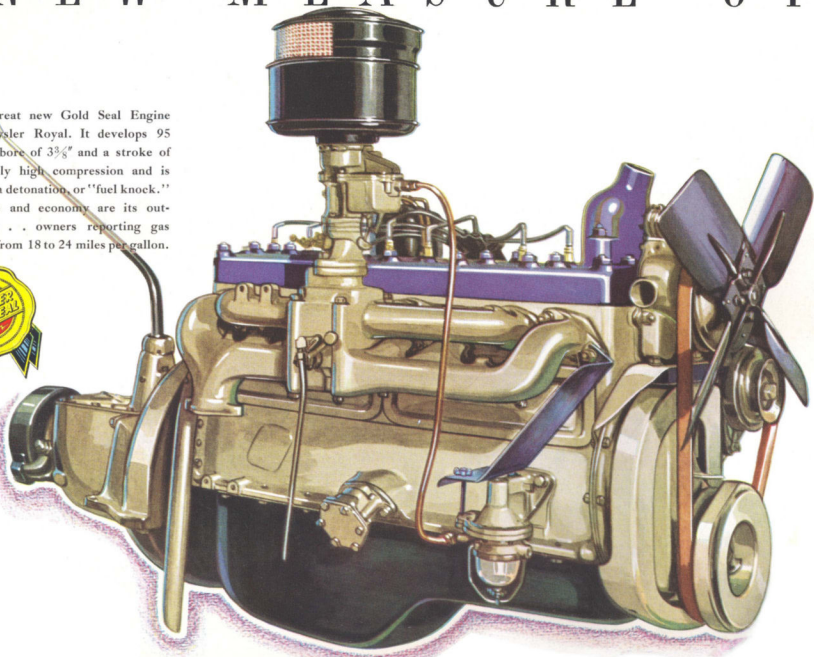


*Chrysler's hand brake operates independently of the service brakes and is mounted on the propeller shaft.*



# A NEW MEASURE OF

**T**HIS is the great new Gold Seal Engine in the Chrysler Royal. It develops 95 horsepower from a bore of  $3\frac{3}{8}$ " and a stroke of  $4\frac{1}{2}$ ". It has unusually high compression and is remarkably free from detonation, or "fuel knock." Smoothness, silence and economy are its outstanding features . . . owners reporting gas mileages averaging from 18 to 24 miles per gallon.





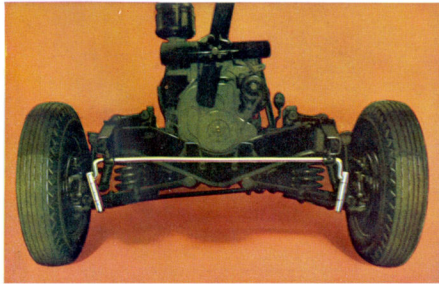
O F

# Safely



*All windshields are high and wide for better vision and made of safety glass. Defroster vents inside the windshield connect with the heater and remove frost and vapor.*

*Chrysler cars are steadier and safer on curves because of the Ride Stabilizer, which automatically corrects any tendency of the car toward side-sway.*

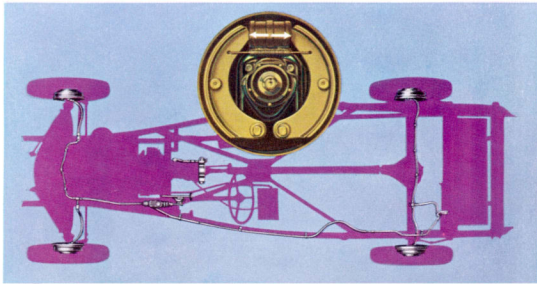


Fourteen years of development have brought Chrysler's time-tested equal action hydraulic brakes to a high state of perfection. They insure identical pressure and braking effort at each wheel and operate with extreme ease . . . providing positive, straight-ahead stopping results.

The finest quality safety glass is used throughout. Even small accidents are guarded against . . . by making arm-rests of flexible rubber . . . by recessing all buttons and controls on the instrument panel . . . and by removing all points and projections from door handles and other hardware.

Wherever you look in the Chrysler Royal or Chrysler Imperial, you'll find emphasis on safety, in a degree never before approached.

*Chrysler's time-tested hydraulic brakes insure equal braking pressure on all wheels. Braking does not depend upon "self-energizing" action produced by car momentum.*



# CHRYSLER *Engineering*

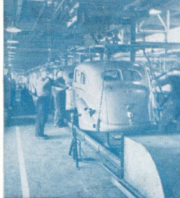
MEANS LONG LIFE..

ECONOMY..RELIABILITY

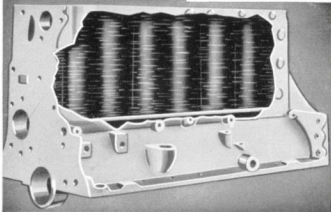
During the 14 years that Chrysler cars have served a rapidly increasing clientele, Chrysler engineering has notably distinguished itself throughout the world in the realms of pioneering and development.

Chrysler engineering is concerned with applied science and the harnessing of natural laws to serve the motorist. It develops new alloys . . . new and better materials . . . new devices to do the old jobs better. It wages incessant war on wear . . . and waste . . . and friction . . . and noise. It invents new aids to safety . . . convenience . . . comfort . . . performance . . . economy.

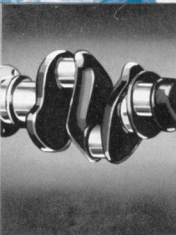
That is why Chrysler owners of today and tomorrow, like those of yesterday will always be assured of the "Good New Things First;" and that Chrysler engineering commands the respect of the entire world . . . that Chrysler cars are without equal in long life . . . economy . . . reliability . . . and value.



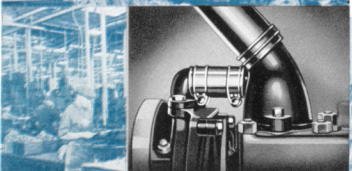
*Exhaust Valve Seat Inserts.* Are of heat-resisting alloy steel. Valves seldom need attention under 30,000 miles.



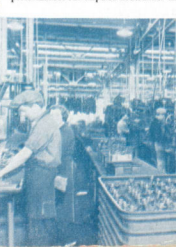
*Full Length Water Jackets.* The Gold Seal Chrysler Royal engine has full-length water jackets, which cool the full length of the cylinders, cool the lubricating oil and help maintain an efficient, economical, long lived engine.



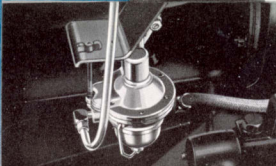
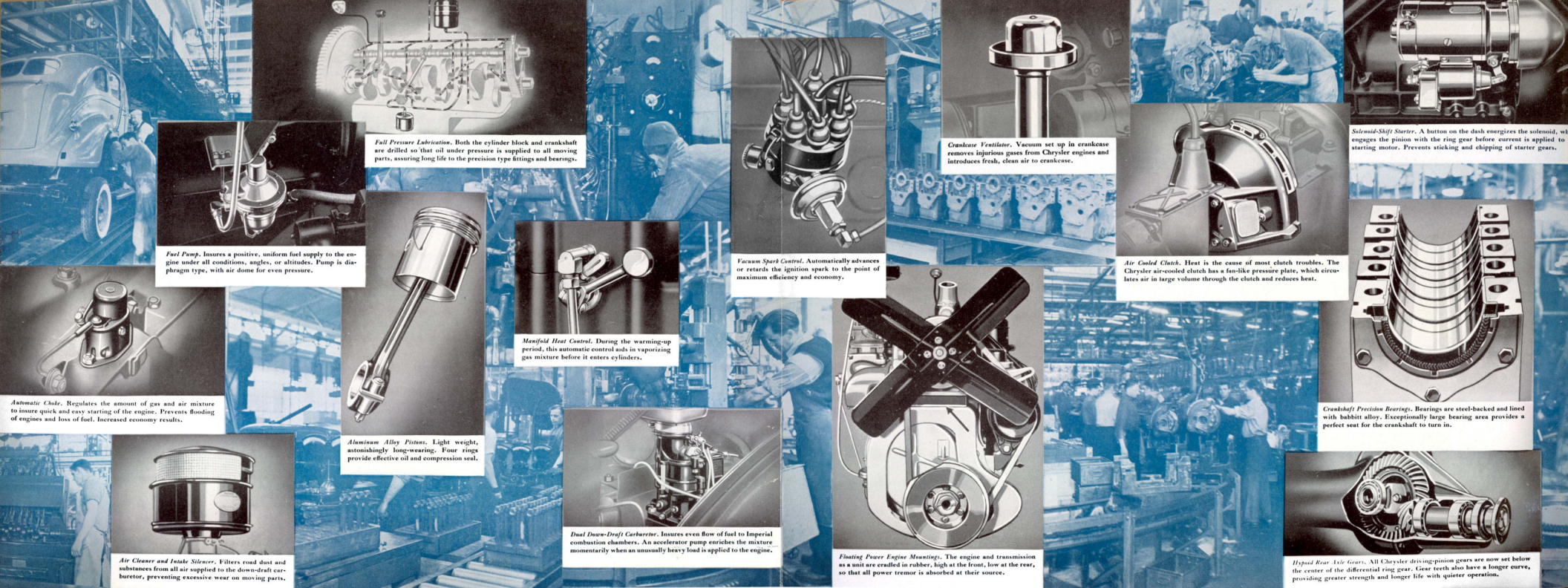
*Crankshaft.* Chrysler crankshafts are uniformly forged integrally with the shaft balance performance. An impulse neutralizer m



*Thermostat By-Pass Valve.* Provides uniform engine temperature by controlling water circulation. Insures maximum engine efficiency.







**Fuel Pump.** Insures a positive, uniform fuel supply to the engine under all conditions, angles, or altitudes. Pump is diaphragm type, with air dome for even pressure.

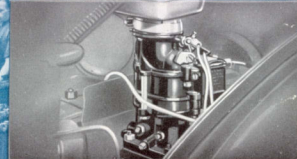
**Full Pressure Lubrication.** Both the cylinder block and crankshaft are drilled so that oil under pressure is supplied to all moving parts, assuring long life to the precision type fittings and bearings.



**Aluminum Alloy Pistons.** Light weight, astonishingly long-wearing. Four rings provide effective oil and compression seal.



**Manifold Heat Control.** During the warming-up period, this automatic control aids in vaporizing gas mixture before it enters cylinders.



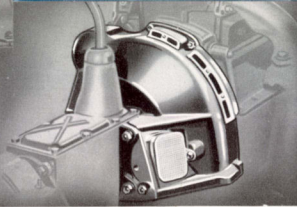
**Dual Down-Draft Carburetor.** Insures even flow of fuel to Imperial combustion chambers. An accelerator pump enriches the mixture momentarily when an unusually heavy load is applied to the engine.



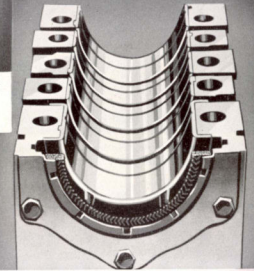
**Vacuum Spark Control.** Automatically advances or retards the ignition spark to the point of maximum efficiency and economy.



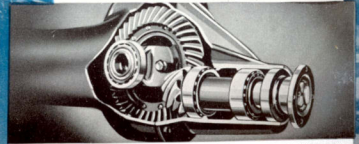
**Crankcase Ventilator.** Vacuum set up in crankcase removes injurious gases from Chrysler engines and introduces fresh, clean air to crankcase.



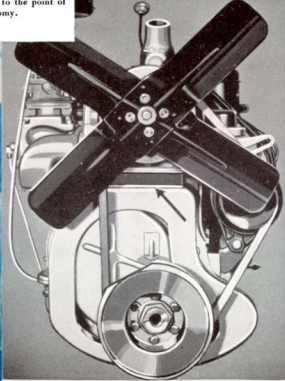
**Air Cooled Clutch.** Heat is the cause of most clutch troubles. The Chrysler air-cooled clutch has a fan-like pressure plate, which circulates air in large volume through the clutch and reduces heat.



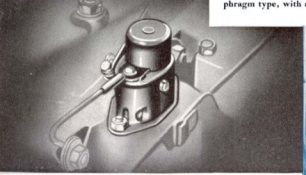
**Crankshaft Precision Bearings.** Bearings are steel-backed and lined with babbit alloy. Exceptionally large bearing area provides a perfect seat for the crankshaft to turn in.



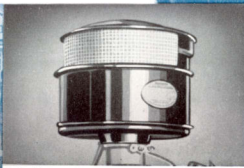
**Hypoid Rear Axle Gears.** All Chrysler driving-pinion gears are now set below the center of the differential ring gear. Gear teeth also have a longer curve, providing greater strength and longer life with quieter operation.



**Floating Power Engine Mountings.** The engine and transmission as a unit are cradled in rubber, high at the front, low at the rear, so that all power tremor is absorbed at their source.

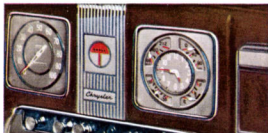


**Automatic Choke.** Regulates the amount of gas and air mixture to insure quick and easy starting of the engine. Prevents flooding of engines and loss of fuel. Increased economy results.



**Air Cleaner and Intake Silencer.** Filters road dust and substances from all air supplied to the down-draft carburetor, preventing excessive wear on moving parts.

# CHRYSLER APPROVED *Accessories*



**CHRYSLER ELECTRIC CLOCK** . . . An accurate, illuminated time-piece. Styled to match the surrounding instrument cluster.

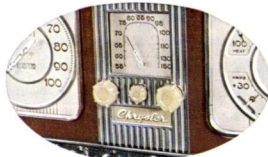


**FOG LAMPS** . . . Provide Protection and convenience for driving in adverse weather. Mount low on bumper bracket easting.



**WHEEL DISCS** . . . Add style and smartness to your Chrysler. Fasten snugly and will not rattle. Heavy, tested chrome plate.

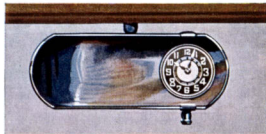
**C**HRYSLER approved accessories are designed, engineered and built especially to be used in Chrysler motor cars. Each is thoroughly tested under actual driving conditions before it is finally approved and released for use by Chrysler owners. Needless to say, only a few of the many accessories available to Chrysler owners can be illustrated here so we suggest consulting your dealer for further details.



**CUSTOM BUILT RADIO** . . . unequalled reception is delivered by its 6 tubes. Controls and dial harmonize with the instrument panel. A Comfortone speaker can be installed in the back of the front seat for the enjoyment of rear seat passengers.



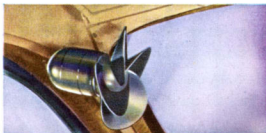
**SUPER BUMPER GUARDS** . . . Additional protection for the grille, headlights and bumpers. Prevents bumper interlocking.



**200-HOUR CLOCK** . . . Distinctively designed to completely harmonize with the car's interior styling. Winds by pulling the cord.



**SUPER AIRSTREAM HEATER** . . . with exceptionally high heat output. Rheostat switch controls the distribution of heat.



**RUBBER BLADED FAN** . . . Effective both for removing front and mist from the windshield and for circulating air in the car.





NATION-WIDE

*Service*

Chrysler's Owner Service Policy is one of the broadest and most liberal in the whole motor car industry. Every Chrysler owner is provided with a service identification card which entitles him to receive full service in accordance with the terms of this policy by any authorized Chrysler dealer.

Many years have been spent in bringing Chrysler's nation-wide service organization to its present high state of perfection. To keep Chrysler cars operating at their original efficiency and smoothness . . . over 4000 Chrysler dealers, in every community, are ready to render expert service to Chrysler owners.

Wherever you see the Approved Service sign, you will find a stock of genuine Chrysler parts . . . you will find Chrysler-developed machinery and tools for the swift, accurate installation of those parts . . . and you will find mechanics trained in the correct and economical procedure for every Chrysler service job.

# Commercial Credit



A high percentage of new-car buyers prefer to buy their cars out of income, rather than out of capital, and to protect Chrysler owners from unreasonable expense, Chrysler offers the facilities of the Commercial Credit Co. through all Chrysler dealers, at rates as low or lower than those of any other sound, responsible finance company.

This means that Chrysler cars, with accessories and special equipment, insurance, etc., may be financed on terms most convenient to the buyer. You can buy a fine new Chrysler on payments that are little or no higher than those you would have to make on a car which could not offer you the tremendous benefits of Chrysler engineering, performance, beauty and safety. Ask your Chrysler dealer for complete details of the Commercial Credit plan.

*Royal*

CHRYSLER DELIVERED PRICES

*Imperial*

MODEL	DELIVERED PRICE

MODEL	DELIVERED PRICE

# S P E C I F I C A T I O N S

## CHRYSLER *Royal* CHRYSLER

**SUSPENSION (Front)**—Independently sprung wheels. Adjustable tapered roller wheel bearings.

**AXLE (Rear)**—Hypoid, semi-floating, pressed steel housing. Drive gear and pinion hypoid type "Amola" or nickel molybdenum steel.

**BODIES**—Chrysler designed. Safety all steel, insulated against noise and squeaks. Chrysler perfected draft-free ventilation in front windows, and rear quarter windows of sedan models; also cowl ventilator.

**BRAKES (Service)**—Chrysler 4-wheel hydraulic, internal expanding, with 11-inch centrifuge drums. Total contact area per car 150 square inches.

**BRAKE (Parking)**—Independent external contracting on cast iron drum on propeller shaft.

**CLUTCH**—Single dry plate type, fully ventilated. Driven disc with compressed woven asbestos facing. Torque cushioned by special coil springs.

**COOLING SYSTEM**—Water circulated by centrifugal pump. Cellular radiator with detachable shell. Four-blade 18-inch stagger-spaced fan driven by V-belt with adjustment provided. Thermostatic water control. Dash heat indicator.

**CRANKSHAFT**—Balanced and counterweighted. Supported on four babbit-lined steel main bearings. Rubber mounted, impulse neutralizer. Bearing size 2½ inches, total bearing area 45.7 square inches.

**ENGINE**—"L" head, water cooled, six cylinders, four-cycle. Bore 3½ inches; A.M.A. horsepower 27.34; developed horsepower 95; piston displacement 241.5 cubic inches; suspension, Floating Power... engine and transmission as a unit, cradled in rubber; torque reaction taken by the two rubber cushioned rear Floating Power engine mountings located on each side of the clutch housing. Firing order 1-5-3-6-2-4. Four-bearing crankshaft; four-bearing silent chain-driven camshaft. Exhaust valve seat inserts of chromium tungsten steel. Full pressure lubrication to all crankshaft, camshaft and connecting rod bearings. All other working parts lubricated by positive spray under pressure from small metered hole in upper half of each connecting rod bearing; also from crankshaft. Timing chain lubricated by direct oil leads. Pump located on right side of crankcase, driven by timing shaft from spiral gear on camshaft. Oil capacity five quarts. Pressure gauge on dash. Level indicator on left side of crankcase toward the rear from the filler.

**ELECTRICAL SYSTEM**—Shunt type generator with full voltage and current regulation—six volt, high output, radio type. Starter: six-volt solenoid positive shift type. Battery: six-volt 119-ampere-hour capacity. Single-wire system. Solar spark ignition. Automatic spark advance, speed and vacuum control.

**FRAME**—Exceptionally rigid, double-drop X-girder-truss type.

**FUEL SYSTEM**—Carburetor: Plain tube down-draft type, provided with fixed jets, covering all necessary ranges for variations of altitude, peak summer and winter conditions, with life control and accelerator pump. Equipped with automatic manifold heat control and air cleaner integral with intake silencer; automatic choke. Fuel pump: Driven from camshaft; sediment trap. Fuel supply tank: Rustproof terne plate, 16 gallons (13.3 imperial gallons). Electrical fuel gauge on instrument panel.

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

**PISTONS**—Aluminum alloy—U-slot, eam ground—four rings per piston—two compression and two oil.

**SHOCK ABSORBERS**—Hydraulic, double acting aero-type. Standard on all body styles.

**SPRINGS**—Front: Independent "Amola" steel coil. Rear: New tapered leaf, semi-elliptic, length 53½ inches; number of leaves, 9; squeakproof. Silent "L" thread-type shackles on front of rear springs. Rubber bushings at front end of rear springs.

**STEERING GEAR**—Semi-irreversible worm and roller type. Ratio 18.2 to 1.

**TIRES**—Airwheel, nonskid tread on all wheels, size 6.25 x 16.

**TRANSMISSION**—Synco-silent transmission, helical-type gears throughout, first speed and reverse operating on spirally cut spline; second speed operates on constant-mesh helically cut gear.

**WHEELBASE**—119 inches and 136 inches. Over-all length, bumper to bumper, 199¼ inches and 216¼ inches.

**STANDARD EQUIPMENT**—Bumpers, front and rear; bumper guards' two automatic windshield wipers, rear view mirror, adjustable sun visor, glove compartment, dome light, roll over cord, foot rest, arm rests, assist cords, ash receiver in dash and arm rests of rear compartments; two combination stop and tail lights; safety-beam headlamps. Tools. Five wheels with tires and tubes.

**SPECIAL EQUIPMENT**—Rear wheel shields, heavy duty air cleaner, radio, heater, cigar lighter, clock, Automatic overdrive. De Luxe steering wheel, Life Guard tubes, aluminum head. Special colors and upholstery; also other items of special equipment and accessories are available on special order basis.

**SUSPENSION (Front)**—Independently sprung wheels. Adjustable tapered roller wheel bearings.

**AXLE (Rear)**—Hypoid, semi-floating, pressed steel housing. Hypoid "Amola" or nickel molybdenum steel drive gear and pinion gear.

**BODIES**—Chrysler designed. Safety all steel, reinforced with steel, insulated against noise and squeaks. Chrysler perfected draft-free ventilation in front windows, and rear quarter windows of sedan models; also cowl ventilator.

**BRAKES (Service)**—Chrysler 4-wheel hydraulic, internal expanding, with 12-inch centrifuge drums. Total contact area per car 172.5 square inches.

**BRAKE (Parking)**—Independent external contracting on cast iron drum on propeller shaft.

**CLUTCH**—Single dry plate type fully ventilated. Driven disc with asbestos facing. Torque cushioned by special springs.

**COOLING SYSTEM**—Water circulated by centrifugal pump. Fin and tube radiator with detachable shell. Four-blade 18-inch fan driven by V-belt with adjustment provided. Thermostatic water control. Dash heat indicator.

**CRANKSHAFT**—Balanced and counterweighted. Supported on five babbit-lined steel main bearings. Bearing size 2½ inches. Total bearing area 62.1 square inches. Rubber mounted, impulse neutralizer.

**ENGINE**—"L" Head, water cooled, eight cylinders, four-cycle. Bore 3½ inches; stroke 4½ inches; A.M.A. horsepower 33.80; developed horsepower 110; piston displacement 298.6 cubic inches; suspension, Floating Power—engine and transmission as a unit, cradled in rubber; torque reaction taken by the two rubber cushioned rear Floating Power engine mountings located on each side of the transmission case. Firing order, 1-6-2-5-8-3-7-4. Five-bearing crankshaft; six-bearing chain-driven camshaft. Exhaust valve seat inserts of chromium tungsten steel. Full pressure lubrication to all crankshaft, camshaft and connecting rod bearings. All other working parts lubricated by positive spray under pressure from small metered hole in upper half of each connecting rod bearing; also from crankshaft and camshaft. Timing chain lubricated by direct oil leads. Pump located on right side of crankcase, driven by timing shaft from spiral gear on camshaft. Oil capacity six quarts. Pressure gauge on dash. Level indicator on left side of crankcase toward the rear from the filler.

**ELECTRICAL SYSTEM**—Shunt type generator with full voltage and current regulation. Full ventilated balanced armature—high output, radio type. Starter: six-volt solenoid positive shift type. Battery: six-volt, 120-ampere-hour capacity. Single-wire system. Solar spark ignition. Automatic spark advance, speed and vacuum control.

# C A T I O N S

## Imperial Custom IMPERIAL

**FRAME**—Exceptionally rigid, double-drop X-girder-truss type.

**FUEL SYSTEM**—Carburetor; dual down-draft type, provided with fixed jets, covering all necessary ranges for variations of altitude, peak summer and winter conditions, with idle control and accelerator pump. Equipped with automatic manifold heat control and air cleaner integral with intake silencer. Automatic Choke. Fuel pump: Driven from camshaft; sediment trap. Fuel supply tank: Rustproof terne plate, 16 gallons (13.3 imperial gallons). Electrical fuel gauge on instrument panel.

**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-slot type—4 rings per piston—two compression—two oil.

**SHOCK ABSORBERS**—Hydraulic double acting aero type. Standard on all body styles.

**SPRINGS**—Front: Independent "Amola" steel coil. Rear: New tapered leaf, semi-elliptic length 53½ inches; number of leaves 11; squeak proof. Silent "U" throat-type shackles on rear of rear springs. Rubber bushings at front end of rear springs.

**STEERING GEAR**—Semi-irreversible worm and roller type. Ratio 20.25 to 1.

**TIRES**—Airwheel, nonskid tread on all wheels, size 6.50 x 16.

**TRANSMISSION**—Synchro-silent transmission, helical-type gears throughout, first speed and reverse operating on spirally cut gear; second gear operates on constant-mesh helically cut gear.

**WHEELBASE**—125 inches. Overall length with bumper 205½ inches.

**STANDARD EQUIPMENT**—Bumpers, front and rear; bumper guards, two automatic windshield wipers, rear view mirror, adjustable sun visor, dome light, foot rest, robe cord, arm rests, assist cords, ash receiver in dash and arm rests of rear compartments, glove compartment, two combination stop and tail lights; safety-beam headlamps. Tools. Five wheels with tires and tubes.

**SPECIAL EQUIPMENT**—Rear wheel shields; cigar lighter, radio, heater, dual horns, aluminum head, automatic overdrive. Heavy duty air cleaner. De Luxe steering wheel. Clock. Life Guard Tubes. Fender wheel equipment. Special colors and upholstery; also other items of special equipment and accessories are available on special order basis.

**SUSPENSION (Front)**—Individually sprung wheels. Adjustable tapered roller wheel bearings.

**AXLE (Rear)**—Hypoid, semi-floating, pressed steel housing. Hypoid "Amola" or nickel-molybdenum steel drive gear and pinion gear.

**BODIES**—Chrysler designed. Safety all steel, reinforced with steel, insulated against noise and squeaks. Chrysler perfected draft-free ventilation in front windows and rear quarter windows of sedan models, also cowl ventilator.

**BRAKES (Service)**—Chrysler 4-wheel hydraulic, internal expanding with 14-inch centrifuge drums. Total contact area per car 225.8 square inches.

**BRAKE (Parking)**—Independent external contracting on cast iron drum on propeller shaft.

**CLUTCH**—Single dry plate type fully ventilated. Drive disc with asbestos facing. Torque cushioned by special springs.

**COOLING SYSTEM**—Water circulated by centrifugal pump. Fin and tube radiator with detachable shell. Five-blade 18-inch stagger-spaced fan driven by V-belt with adjustment provided. Thermostatic water control. Dash heat indicator.

**CRANKSHAFT**—Balanced and counterweighted. Supported on five babbit-lined steel main bearings. Bearing size 2¼ inches. Total bearing area 62.1 square inches. Rubber mounted impulse neutralizer.

**ENGINE**—"L" head, water cooled, eight cylinders, four-cycle. Bore 3½ inches; stroke 4½ inches; A.M.A. horsepower 33.80; developed horsepower 130; piston displacement 323.5 cubic inches; suspension. Floating Power—engine and transmission as a unit, cradled in rubber; torque reaction taken by the two rubber cushioned rear Floating Power engine mountings located on each side of the transmission case. Firing order 1-6-2-5-8-3-7-4. Five-bearing crankshaft; 6-bearing chain-driven camshaft. Exhaust valve seat inserts of chromium tungsten steel. Full pressure lubrication to all crankshaft, camshaft and connecting rod bearings. All other working parts lubricated by positive spray under pressure from small metered hole in upper half of each connecting rod bearing; also from crankshaft and camshaft. Timing chain lubricated by direct oil leads. Pump located on right side of crankcase, driven by timing shaft from spiral gear on camshaft. Oil capacity, six quarts. Pressure gauge on dash. Level indicator on left side of crankcase toward the rear from the filler.

**ELECTRICAL SYSTEM**—Shunt type generator, vibrator type current and voltage regulation six-volt type. Starter: six-volt solenoid shift type. Battery: 17-plate, 6-volt, 136-ampere-hour capacity. Single-wire system. Solar spark ignition. Automatic spark advance, speed and vacuum control.

**FRAME**—Exceptionally rigid, double-drop X-girder-truss type.

**FUEL SYSTEM**—Carburetor; Dual down-draft type, provided with fixed jets, covering all necessary ranges for variations of altitude, peak summer and winter conditions, with idle control and accelerator pump. Equipped with automatic manifold heat control and air cleaner, integral with intake silencer, automatic choke. Fuel pump: Driven from camshaft; sediment trap. Fuel supply tank: Rustproof terne plate, 20 gallons (16.7 imperial gallons). Electrical fuel gauge on instrument panel.

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

**PISTONS**—Aluminum alloy—U-slot type—four rings per piston, two compression, two oil.

**SHOCK ABSORBERS**—Hydraulic, double acting aero-type. Standard on all body styles.

**SPRINGS**—Front: Independent "Amola" steel coil. Rear: New tapered leaf, semi-elliptic length 53½ inches. Spring covers. Silent "U" throat-type shackles on rear of rear springs. Rubber bushings at front end of rear springs.

**STEERING GEAR**—Semi-irreversible worm and roller type.

**TIRES**—Airwheels, nonskid tread on all wheels, size 7.50 x 16—sixty with Life Guard tubes.

**TRANSMISSION**—Synchro-silent transmission, helical-type gears throughout, first speed and reverse operating on spirally cut gear; second speed operates on constant mesh helically cut gear.

**WHEELBASE**—144 inches. Overall length with bumpers 224½ inches.

**STANDARD EQUIPMENT**—Bumpers, front and rear; automatic overdrive, Life Guard tubes, two automatic windshield wipers, clock in instrument panel, dual horns, dual stop and tail lamps, rear view mirror, two adjustable sun visors, dome lights, three cigar lighters, ash receiver in dash and arm rests of rear compartments, foot rest, robe cord, arm rests, assist cords. Safety beam headlamps, aluminum head. Tools. Five wheels with tires and tubes.

**SPECIAL EQUIPMENT**—Rear wheel shields, radio, heater. Heavy duty air cleaner, De Luxe steering wheel, fender wheel equipment. Special colors and upholstery; also other items of special equipment and accessories are available on special order basis.

*NOTE: 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 obligations to make like changes on vehicles previously sold.*



*Tune in on Major Bowes*

COLUMBIA NETWORK

EVERY THURSDAY EVENING