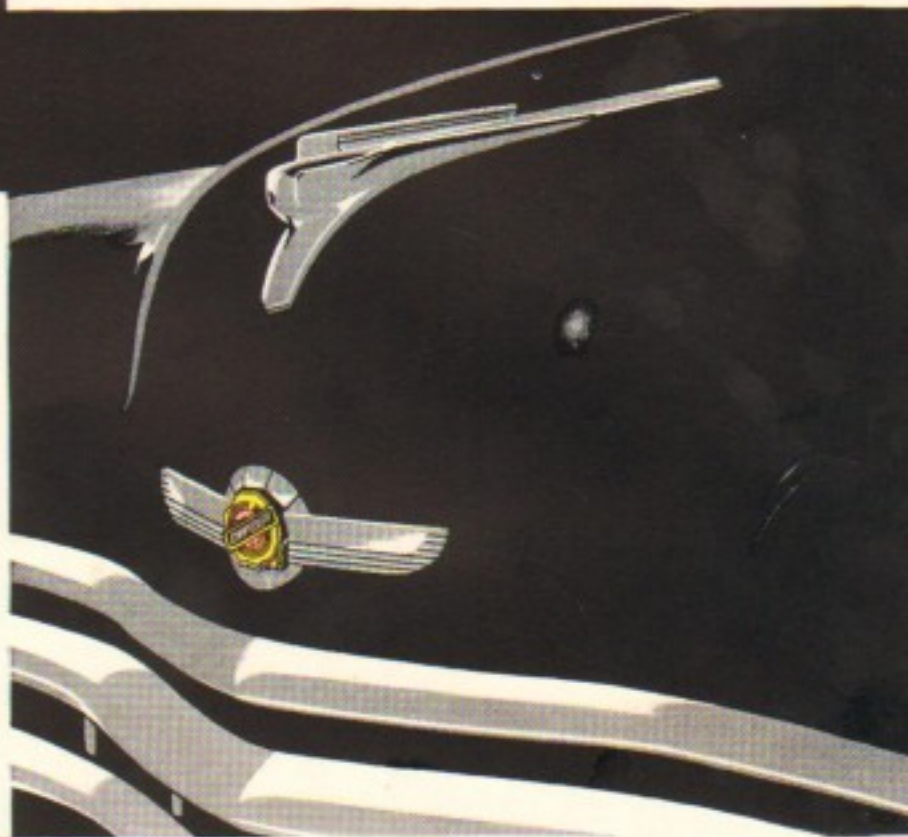


**the most  
beautiful**

*Chrysler*

**ever designed...in every way**



**CHRYSLER ROYAL  
AND WINDSOR MODELS**

# Chrysler

**GIVES YOU  
ALL THESE  
FINE  
FEATURES**

- |   |  |
|---|--|
| <b>1</b> Prestomatic Fluid Drive*<br>Transmission | <b>9</b> Spitfire High-Compression<br>Engine |
| <b>2</b> Waterproof Ignition                      | <b>10</b> Safe-Guard Hydraulic Brakes        |
| <b>3</b> Safety-Rim Wheels                        | <b>11</b> Cyclebonded Brake Linings          |
| <b>4</b> Full-Flow Oil Filter                     | <b>12</b> Resistor Spark Plugs               |
| <b>5</b> Floating Power Engine<br>Mountings       | <b>13</b> Superfinished Parts                |
| <b>6</b> Super-Cushion Tires                      | <b>14</b> Oilite Metal Bearings              |
| <b>7</b> Safety-Eye Instrument Cluster            | <b>15</b> Hydra-Lizer Shock Absorbers        |
| <b>8</b> Safety-Cushion Dash Panel                | <b>16</b> Chair-Height Seats                 |

\*Optional Fluid Drive

**BE SURE YOU'LL BE SATISFIED ...** *Buy Chrysler!*

# Chrysler

**GIVES YOU  
THE MOST  
EXCLUSIVE  
DESIGN IN  
AMERICA**

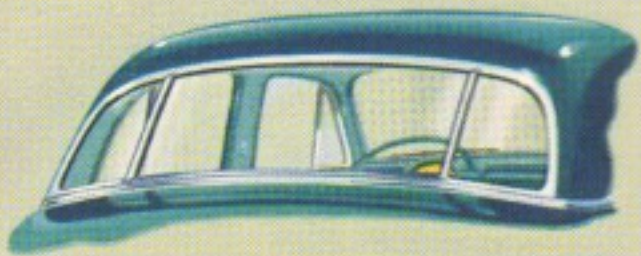


HERE'S THE ONE motor car you've been waiting for! Performance king of the highways . . . safety leader of the motor world . . . and style setter of the medium price field! It's the exciting, new Chrysler Royal and Windsor for 1950—with the most exclusive design in America!

And this new Chrysler beauty is the kind of beauty you really appreciate, too, because it reflects the solid comfort and sound engineering inside. You can get in and out with ease and dignity. Seats are chair-height so that you sit and drive in a normal, relaxed position. You can see out over the steering wheel without strain. And there is ample room for your arms, legs and shoulders.

And when you take this new Chrysler out on the highway, you will thrill to the smooth, responsive performance of its big and powerful Spitfire High-Compression Engine. With the famous Prestomatic Fluid Drive Transmission, it gives a driving smoothness that knows no equal! But why not find this out for yourself? These beautiful new Chrysler Royal and Windsor Models—in ten different body styles—are available at your Chrysler Dealer's. Drive one!

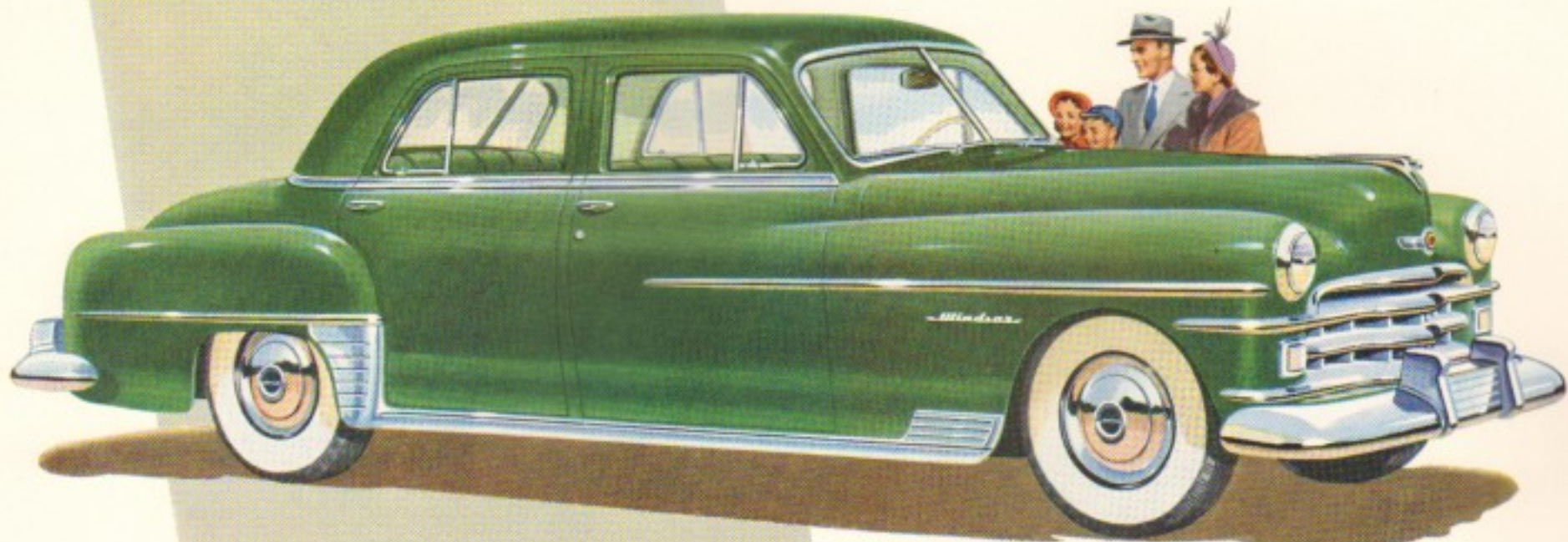




*This spacious rear window is made in three pieces of curved glass. It extends around the roof to both sides—giving greater visibility to the rear and helping to eliminate corner blind spots. Chrome division bars are a new Chrysler hallmark.*

# Chrysler

**BREATHTAKING BEAUTY**

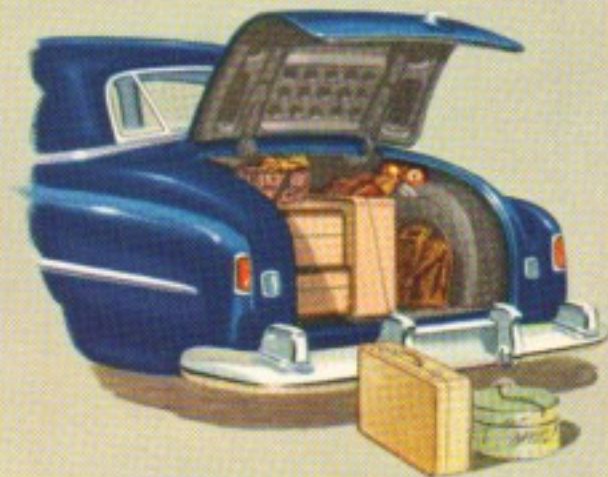


THERE'S luxurious motoring for the entire family in this beautiful Windsor Four-Door Sedan. It's big and roomy, and designed for your comfort. Doors open extra wide, and are held open, for ease of getting in and out. And there are padded armrests, convenient assist handles and many other features that make the Chrysler car such a completely satisfying car to drive and ride in. The Sedan is available also on the Royal Model.

**WINDSOR  
FOUR DOOR  
SEDAN**

# Chrysler

**SPARKLING STYLE**



*Here's luggage space enough for even the longest trip! The flush floor permits easy loading. The counterbalanced lid opens and closes easily, and a light goes on automatically. The spare is easily accessible at the right.*

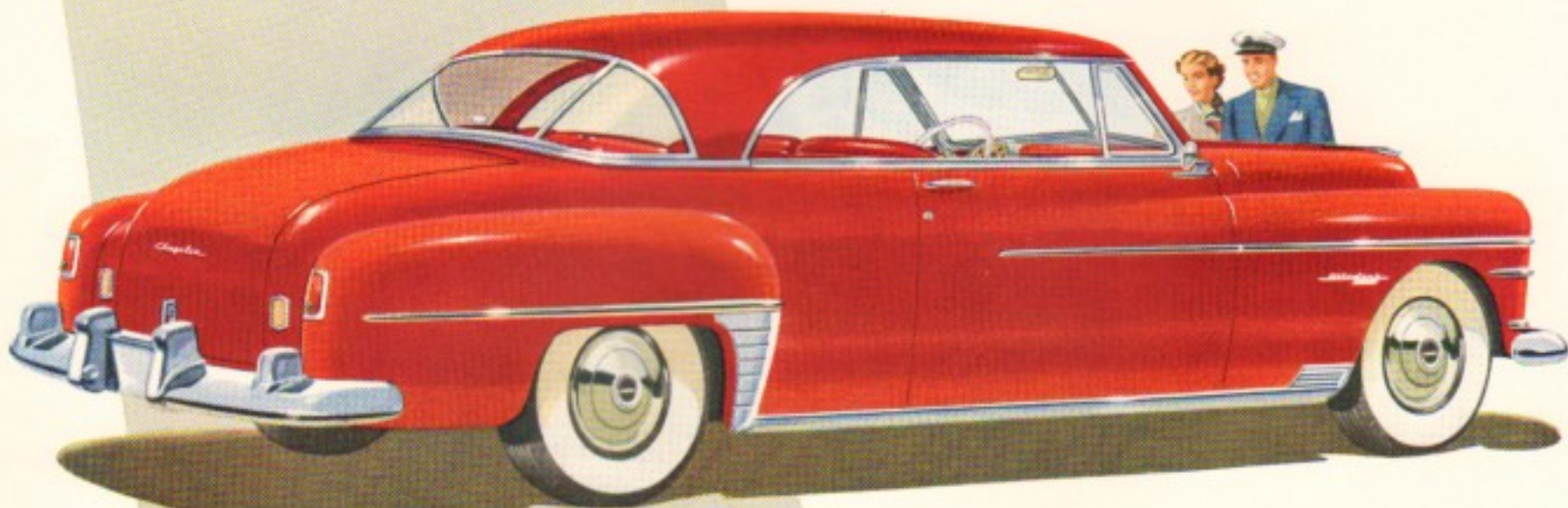


**WINDSOR  
CLUB  
COUPE**

STEP INSIDE this fleetly styled Club Coupe and you'll find an interior as spacious as most sedans! For here is luxurious riding comfort for as many as six passengers. And there's ample headroom and legroom for even a six-footer! Equally at home in city traffic, on country lanes, on far highway, it is the ideal car for business use, family use or cross-country traveling. The Club Coupe is available also on the Royal Model.



*Visibility unlimited! You can see out in all directions in the Newport, for there is practically nothing to interfere with your vision. Door pillars have been eliminated—windshield pillars are unusually narrow—and the rear of the roof consists almost entirely of the curved glass CLEARBAC window.*



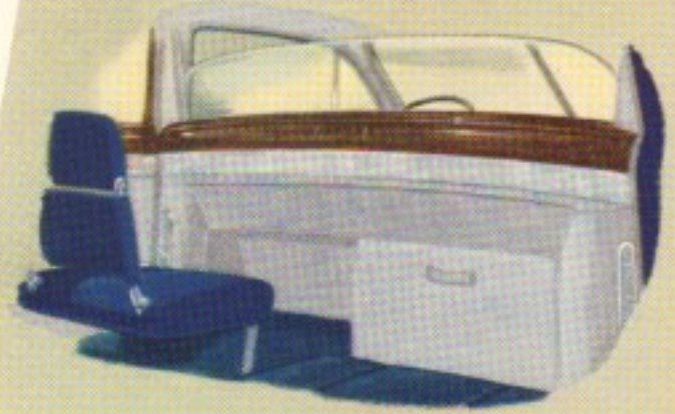
**THIS STUNNING Windsor Newport** will be the center of attraction wherever you go! Styled with the low-swept, road-hugging lines of a Convertible, it has a permanent solid-steel top that gives it the comfort and convenience of a Sedan. Its distinctive styling is further enhanced by the graceful three-piece CLEARBAC rear window, with smart chrome division bars, that forms a complete arch around the roof.

**Chrysler**  
**SUPERLATIVE SMARTNESS**

**WINDSOR  
NEWPORT**

# Chrysler

**SUPREME LUXURY**

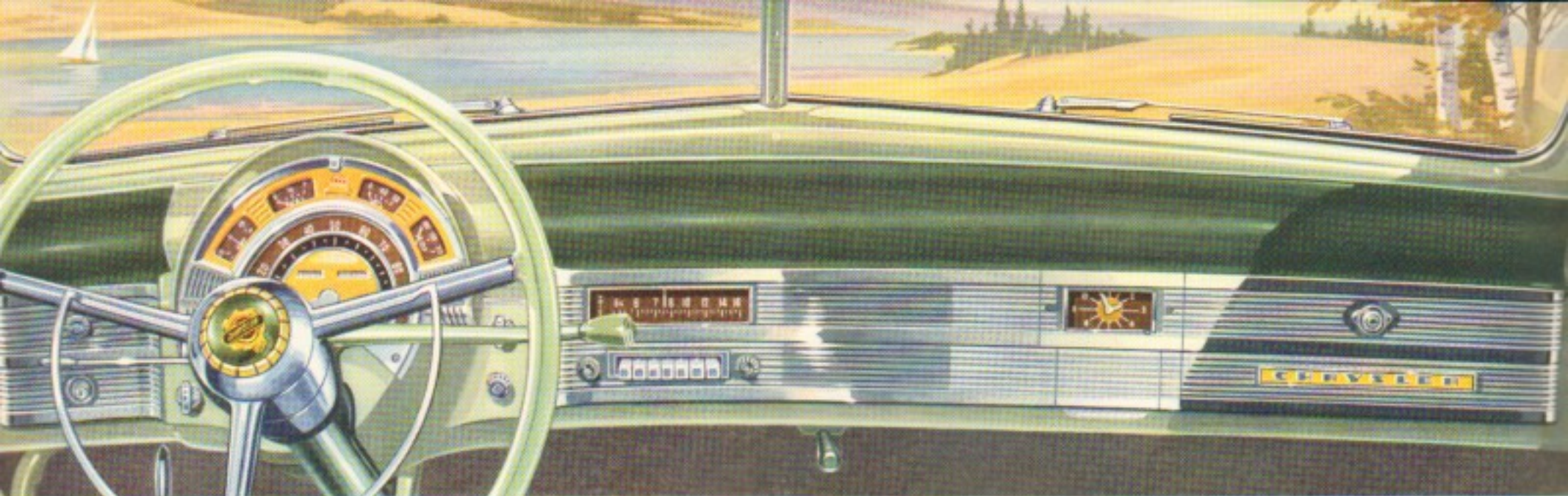


*Utmost privacy for the Limousine passengers is assured by an electrically-operated glass partition, push-button controlled from the rear seat. The cushioned auxiliary seats fold forward into the front seat back, out of the way when not in use.*



## **WINDSOR LIMOUSINE**

DISTINGUISHED—distinctive—this luxurious Limousine provides extra length and added comfort for those who prefer a chauffeur-driven motor car. The front compartment is upholstered in fine black leather, and the spacious rear compartment accommodates two cushioned auxiliary seats for extra passengers. An 8-Passenger Sedan, in both the Royal and Windsor Models, is also available on this chassis.



The beautiful Chrysler instrument panel is arranged for safe, easy driving. Dials are grouped in the Safety-Eye Instrument Cluster for quick, easy reference. Switches are the simple rotary type, and are placed below the dials. The exclusive Chrysler Safety Cushion Dash—a leather-covered pad of soft, sponge rubber—extends around the top of the dash and affords protection against dangers of sudden stops.

Everything possible that contributes towards passenger comfort and convenience is included in the arrangement of the Windsor Four-Door Sedan interior. There are padded armrests on all doors, a folding center armrest for the rear seat, handy chrome assist handles, a fixed rear footrest, convenient coat hooks, and ashtrays in both compartments. Illustrated is the beautiful two-tone blue and gray upholstery combination.



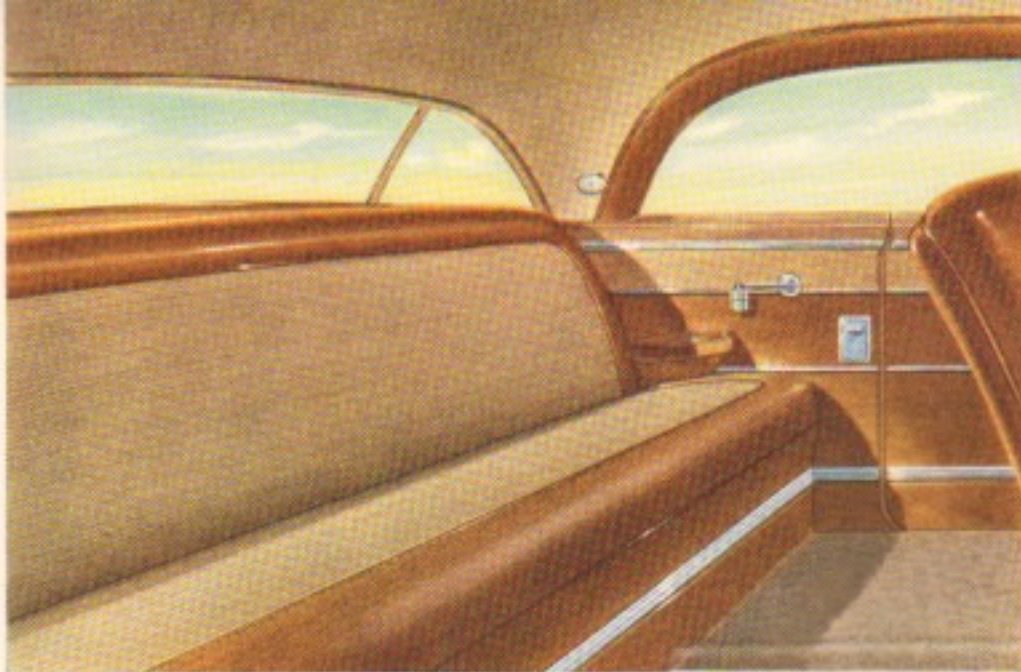
# Tailored to You

A wide assortment of beautiful upholstery fabrics in a variety of colors that challenges the rainbow are available for personal selection. Literally, your Chrysler interior can be tailored to your taste!

Windsor selections include several stunning two-tone combinations of finest broadcloth, a gray stripe broadcloth, and a gorgeous Highlander plaid with red leather (at slight extra cost). For the Royal, there are three smart chain-stripe broadcloths.





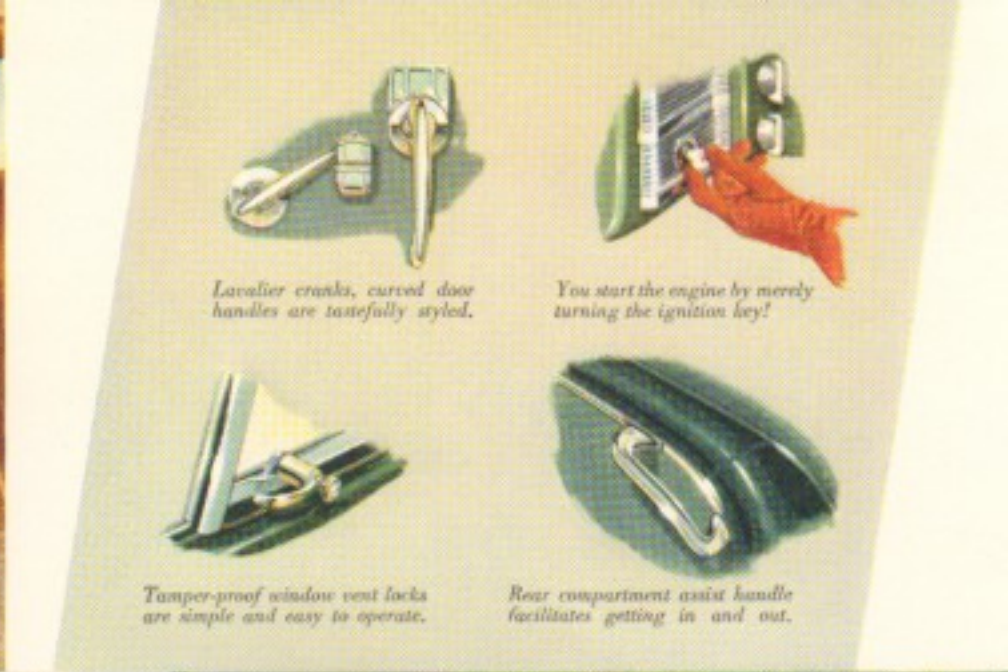
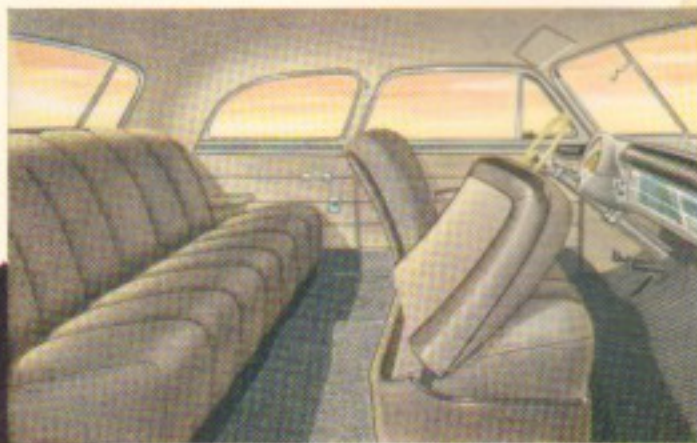


The Windsor Newport interior is available in several smart combinations of Nylon Bedford cord and leather, or (at slight extra cost) a stunning combination of a colorful Highlander red plaid and red leather.

The luxurious 3-Passenger Sedan is offered in both the Windsor and the Royal. Illustrated is the lovely two-tone green upholstery combination of the Windsor.

The Royal Club Coupe is upholstered in a smart, stylish chain-stripe broadcloth, and has foam-rubber seat cushions, padded armrests, and convenient ashtrays.

er taste!



Lavallier cranks, curved door handles are tastefully styled.

You start the engine by merely turning the ignition key!

Tamper-proof window vent locks are simple and easy to operate.

Rear compartment assist handle facilitates getting in and out.



Glove compartment has lock and is automatically lighted.

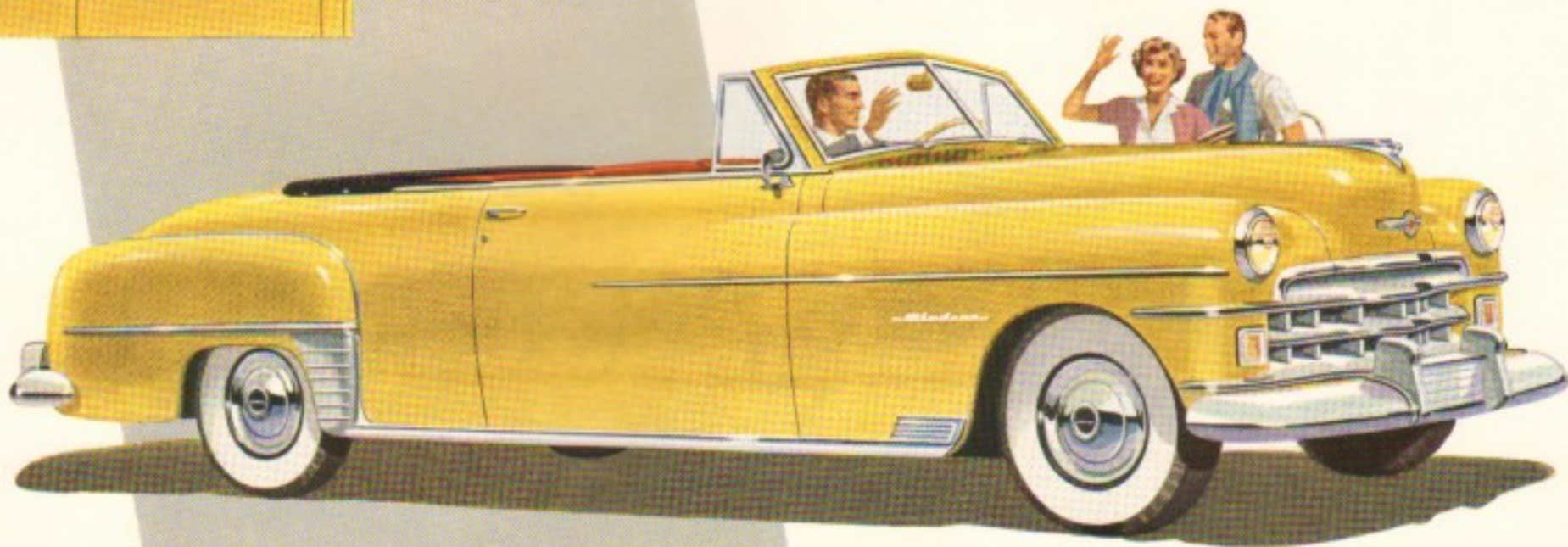
Many different interior upholstery—in a variety of combinations and colors—are offered for individual selection. Illustrated is the beautiful red leather combination (slight extra cost).



The top is automatically operated by a powerful electric motor so that it goes up or down quickly—in a matter of seconds—at the touch of a lever. You can do this without starting the engine.

# Chrysler

**A DREAM TO DRIVE**

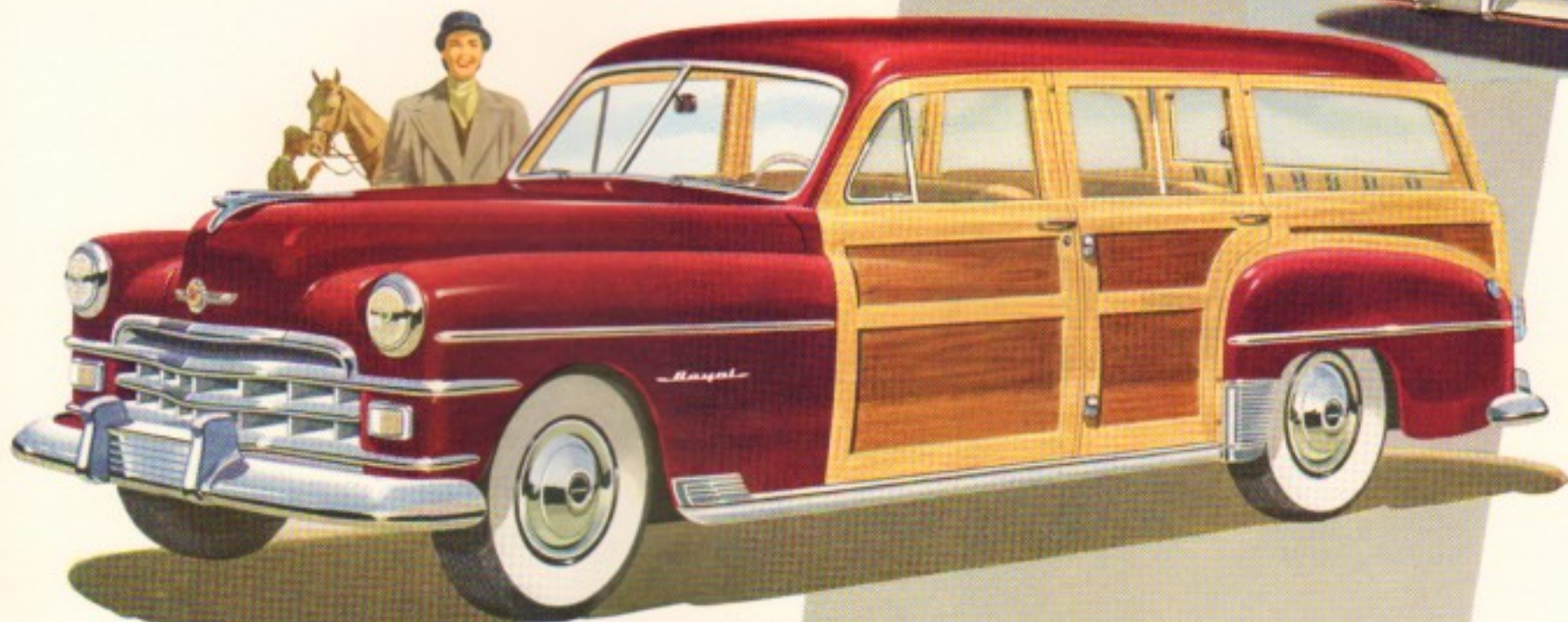


STEP BEHIND the wheel of this beautiful Windsor Convertible and head for the open road if you want to find out what *real* motoring is like! You'll thrill to the power-packed performance of the mighty Spitfire High-Compression Engine—you'll marvel at the magic of the satin-smooth Prestomatic Fluid Drive Transmission—and you'll fall in love with the sweetest running car in America!

**WINDSOR  
CONVERTIBLE  
COUPE**

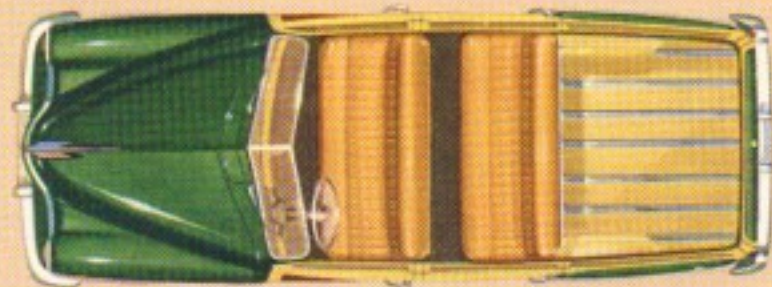
# Chrysler

**SMART AND SERVICEABLE**



**ROYAL  
STATION  
WAGON**

Distinctive motoring for city or country is provided in the sturdy Royal Station Wagon. Stylish enough for the most formal occasions, it is also ruggedly built to take long, hard usage without showing wear. It has generous seating room for six passengers, plus an exceptionally large cargo space behind the rear seat. The rear seat can be folded forward to provide additional space for cargo, if desired.



*The entire rear of this Station Wagon can be quickly converted into a loading platform nearly 10 feet long. The rear seat is hinged so that it can be folded forward, flush with the floor. Metal skids are provided on the back of this rear seat and the floor. The spare tire is carried under the floor, at the rear.*

*This new tailgate design permits quick, easy loading. There is no upper hinged section. The rear window is built into the tailgate, and is lowered by means of an exterior folding handle when the tailgate is let down.*



# Chrysler

**THERE'S MAGIC  
IN ITS RIDE**

YOU'LL THRILL to a new kind of riding pleasure when you first try the Chrysler ride! For, truly, here is riding magic! You float over bumps as if they never existed—go smoothly over rough road with cat-footed stability—and cruise over curving highway with wondrous ease. Achieved through a combination of design achievements that goes clear through from the center-arm steering mechanism to the Super-Cushion tires, this magical Chrysler ride is the smoothest, safest, surest ride you will ever experience. Try it! Your Chrysler Dealer will be pleased to arrange a demonstration.

**Cradled Ride.** Chrysler's long 125 $\frac{1}{4}$ -inch wheelbase permits the rear seat to be located well forward of the rear axle, so that both front and rear seat passengers ride "cradled" between the front and rear wheels in the "comfort zone" where the ride is smoothest.



**Super-Cushion Tires,** because of their larger air volume and lower air pressure (24 pounds) are softer, smoother riding. They smother both lateral and vertical road bumps like a feather pillow.



**Chair-Height Seats.** You sit relaxed in a normal position on deep, soft foam-rubber cushions that are scientifically placed high enough and at the right angle for most comfortable riding.



**Independent Front Wheel Springing,** with individual, soft-action coil springs, lets wheels step over bumps without tilt. Direct-acting hydraulic shock absorbers cushion bumps, and torsion-bar sway eliminator helps keep car level on curves and turns.



**Hydra-Lizer Shock Absorbers,** at rear, are straddle-mounted from axle to frame so that they cushion both up and down movement of the car and body side-sway. Tapered-leaf springs, with sealed-in lubrication, provide smooth, soft spring action.

# Chrysler

## AMERICA'S SAFEST CAR

YOU ARE safer in a Chrysler! For only with Chrysler do you get such wonderful safety features as the Safety-Cushion Dash Panel—Safety-Rim Wheels—Safe-Guard brakes with Cyclebonded brake linings—and Safety-Eye Instrument Cluster. These are exclusive Chrysler developments, and they give you advantages of driving safety that can be obtained with no other car in America! Why not see your Chrysler Dealer and ask him about these and the many other great features that contribute so much to the Chrysler safety? He will be happy to show and explain them to you.



There is a clutch pedal—the Chrysler Safety Clutch! It's there for your driving safety—for your peace of mind—to give you complete control of the car at all times.



The Safety-Cushion Dash—a leather-covered pad of thick sponge rubber—extends completely around the dash panel. It protects front-seat passengers, especially children, against dangers of sudden stops.



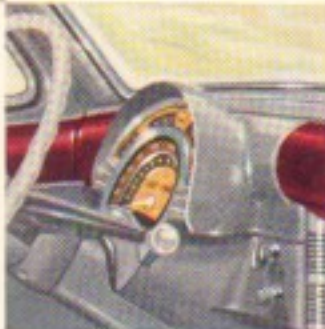
Chrysler Safe-Guard Hydraulic brakes have big, 12-inch diameter drums and Cyclebonded brake linings. They give you smooth, safe, straight-line stops with easy pedal pressure.



In event of tire blow-out, the Chrysler Safety-Rim wheel serves to hold the tire firmly in place on the wheel so that you can bring the car to a smooth, safe stop.



For safer driving, all instruments are grouped in the Safety-Eye Instrument Cluster, directly below the line of vision. A metal hood helps to eliminate undesirable reflections.



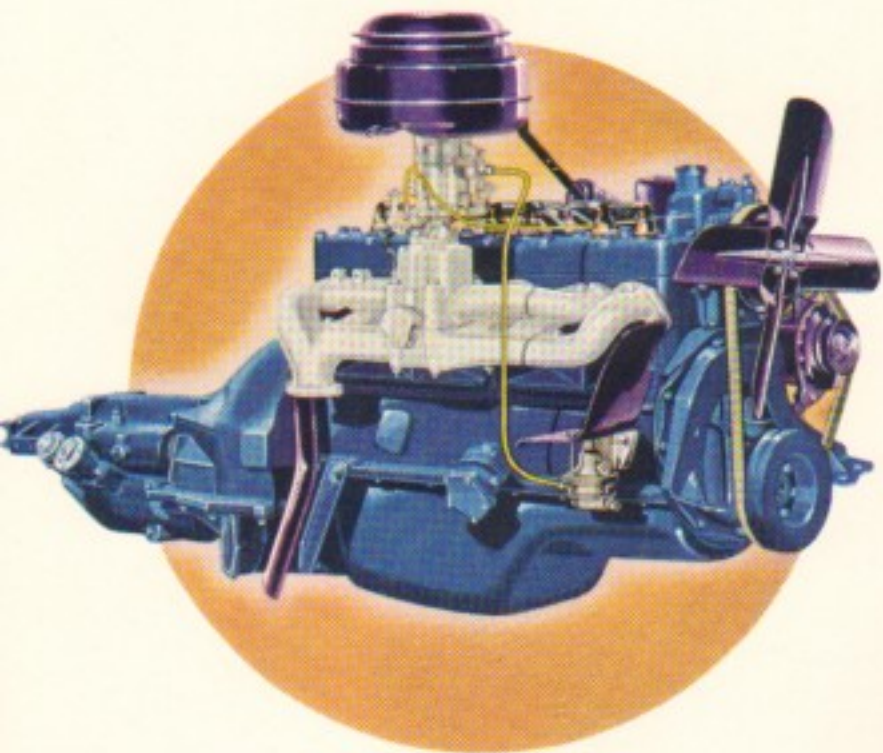
On slippery roads, Prestomatic Fluid Drive's smooth, gradual application of power to the rear wheels gives you better traction—thus helps to eliminate dangerous skidding.



You can see more in all directions, in the new Chrysler. The windshield is extra large—corner posts are slender—and the new rear window has 27 percent more area.

Chrysler headlights have special Bull's-Eye prism set in lens. This concentrates light rays to give more and better road illumination with less glare for safer night driving.





# Chrysler

**POWER-PACKED  
PERFORMANCE**

**FAMOUS SPITFIRE HIGH-COMPRESSION ENGINE**

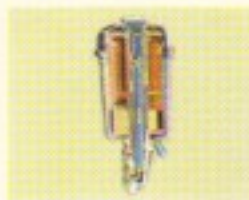
THERE'S a world of driving satisfaction in this big, 116-horsepower, six-cylinder Spitfire High-Compression Engine. A power-packed performer that is whisper-soft, satin-smooth in operation, it is precision-engineered to give extra years of dependable, economical service.

With such advanced engineering features as Superfinished parts, chemically-coated cylinder walls, exhaust-valve seat inserts and many other developments, it gives advantages of longer life, economy of operation, smoothness and dependability that can be obtained with no other automobile engine in America. See your Chrysler Dealer and ask him about these wonderful features!

**EXCLUSIVE CHRYSLER FEATURES**



*Longer-life resistor spark plug has extra-wide gap which gives smoother engine idling and saves on fuel.*



*Full-Flow Oil Filter safeguards engine by effectively filtering all oil before going to moving parts.*



*Floating Power Engine Mountings cushion engine vibration to give smoother, quieter engine operation.*



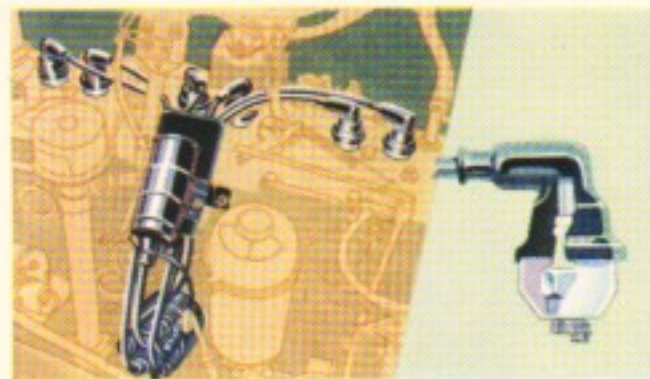
*Superfinished parts contribute to longer engine life, smoother operation, and greater oil economy.*

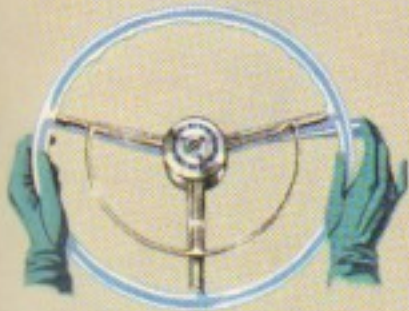


**WATER** *Won't*  
**STOP IT!**

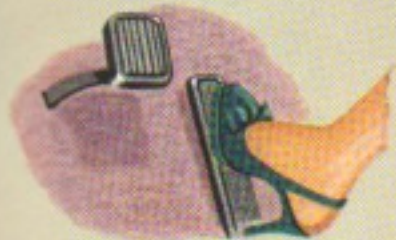
electrical points in the ignition system—including spark plugs, wiring, coil and distributor—are completely waterproofed to assure reliable engine operation and quick starting in wet weather and dampness. This waterproof ignition system is illustrated at the right.

You can drive a Chrysler in the wettest weather—leave it out all night in dampness or a rainstorm—and never worry about the engine drowning out! For all vital

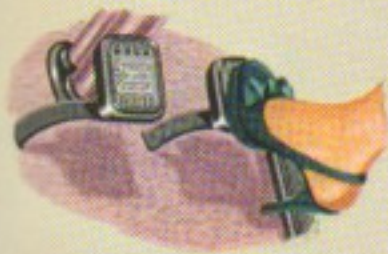




For all normal driving—nearly 100 percent of the time—you drive with the lever in Driving Range. This position gives you two automatic gear speeds—an accelerating gear for quick, speedy getaway and a high gear for smooth, economical cruising.



To go, simply press the accelerator. You get away in one satin-smooth surge of power. After reaching cruising speed (at any time above approximately 13 miles per hour), momentarily lift your foot from the pedal. Prestomatic quickly shifts into high.



To stop—merely press the brake pedal! The engine can't stall! And there is a clutch pedal with Prestomatic Fluid Drive—the Chrysler Safety Clutch! It's there for your driving safety—your peace of mind—to give you complete, safe control of the car at all times!

# Chrysler

## PRESTOMATIC FLUID DRIVE TRANSMISSION

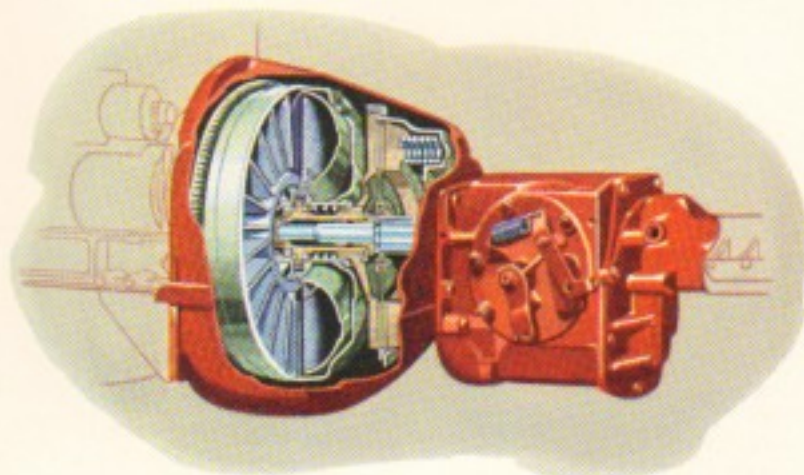
### SMOOTH . . . SAFE . . . SIMPLE

DRIVING becomes a new pleasure with Prestomatic Fluid Drive\* Transmission. All you do is press the accelerator—steer—touch the brake! You can drive all day without shifting—in traffic—up and down hills—on cross-country highways. You go from standstill to cruising in one swift surge of power—smoothly, silently, without jerk or jar. There are *no gear changes at all* to mar the smoothness of your getaway! Prestomatic shifts gears only when you want it to! You select the time—you select the gear—and you control the shift by your foot pressure on the gas pedal. It's Prestomatic Fluid Drive Transmission—the smooth, safe, and simple way to drive without shifting!

But why not find out for yourself how wonderful this Prestomatic Fluid Drive Transmission is? Ask your Chrysler Dealer for a demonstration. He will be pleased to let you get behind the wheel of a new Chrysler and put Prestomatic Fluid Drive Transmission through its paces, so that you can experience for yourself the wonderful driving advantages and smooth performance of this finest of all automatic transmissions. You will enjoy a new and thrilling experience in motoring pleasure!

\*Hydrol Fluid Drive

Power is transferred from the engine (left) to the Prestomatic Transmission (right) by means of the gyrol Fluid Drive unit which consists of two curved discs filled with oil. There is no metal-to-metal contact between the two discs, thus assuring a smooth, vibrationless flow of power under all driving conditions. The Safety Clutch is located between the Fluid Drive and the transmission.



# Chrysler

## FACTS AND FIGURES

**BODY STYLES**—Royal: Four-Door Sedan, Club Coupe, Eight-passenger Sedan, Station Wagon, Windsor: Four-Door Sedan, Club Coupe, Convertible Coupe, Newport, Eight-passenger Sedan, Limousine.

**ENGINE**—Spitfire High-Compression Six, L-head, six cylinders, 2-7/16 in. bore and 4 1/2 in. stroke with displacement of 230.5 cu. in. Compression ratio, 7.8 to 1. Brake horsepower, 115 at 1680 rpm. Torque, 208 ft.-lbs. at 1600 rpm. Lightweight aluminum alloy pistons, 4 piston rings per piston. Exhaust valve seat inserts. Filtered crankcase ventilation. Full-pressure lubrication to all main, connecting rod and camshaft bearings. Floating Power engine mountings. Counterbalanced crankshaft with rubber-cushioned vibration damper, 4 replaceable, precision-type, micro-babbitt, steel-backed main bearings. Full-Flow Oil Filter mounted directly to engine. Chemically treated cylinder bores. Silent, chain-driven camshaft. Floating screen oil intake. Automatic manifold heat control. Oil capacity—5 qts.

**FUEL SYSTEM**—Down-draft carburetor with automatic choke and fast-idle control. Heavy-duty oil-bath air cleaner and silencer. High-capacity mechanical fuel pump. Oilite fuel filtering element in fuel tank. Gas tank capacity, 17 gal.

**COOLING SYSTEM**—Thermostatic by-pass temperature control. Four-bladed fan. Full-length water-jacket cooling with water distributing tube to each exhaust port. Cellular-type radiator core. Cooling capacity, 17 qts.

**CLUTCH**—Single-plate, dry, ventilated, with two molded, woven asbestos facings. Plate diameter: 10 in. on Royal with standard transmission; 9 1/4 in. on Models with Prestomatic Fluid Drive Transmission.

**ELECTRICAL SYSTEM**—High-capacity generators with maximum charging rate of 40 amps. Automatic voltage and current control. 17-plate battery, 120 amp. capacity. Waterproof ignition. Wide-gap, 14-mm. resistor-type spark plugs. Static suppressors for spark plugs and distributor. Automatic-advance spark with speed and vacuum control.

**TRANSMISSION**—Manual: Synchronized, carburized, helically cut gears. Lubricant capacity, 2 1/2 pints. **Prestomatic Fluid Drive Transmission:** Hydraulically operated automatic transmission with 9700 Fluid Drive. Four forward speeds and reverse, with automatic driver-controlled up-shift from first to second and from third to fourth gear. Electrical kick-down switch. All forward-speed gears are synchronized. Lubricant capacity, 5 pints. Prestomatic Fluid Drive Transmission is standard equipment on Windsor; extra cost on Royal.

**DRIVE**—Hotchkiss type, through rear springs. Hypoid rear axle, semi-floating type, with tapered roller bearings. Rear axle ratios: Royal—3.9 to 1 with manual transmission, 3.73 to 1 with Prestomatic. Eight-passenger Sedan and Limousine have 4.3 to 1 manual and 3.91 to 1 with Prestomatic. Windsor has 3.73 to 1 with Prestomatic.

**FRONT SUSPENSION**—Independent front suspension with Anola steel helical coil springs. Hydraulic two-way direct-acting shock absorbers. Four rubber limit bumpers. Rubber-bushed torsion-rod stabilizer mounted on frame.

**REAR SUSPENSION**—Semi-elliptic springs with grooved and tapered leaves. Metal spring covers. Hydra-Lizer two-way direct-acting shock absorbers.

**FRAME**—Double-channel, welded box type, four cross-members for extra rigidity. Newport and Convertible body types have X-type cross-member reinforcement.

**STEERING**—Center-arm steering system with equal-length tie rods and 3-tooth worm and roller steering gear. Steering ratio, 18.2 to 1. Steering wheel diameter, 18 in.

**BRAKES**—Chrysler Safe-Guard hydraulic, 12-in. diameter internal expanding, with Cyclebonded brake linings for longer life. Independent mechanical hand brake operates on propeller shaft at rear of transmission. Vacu-Ease power unit for brakes is standard equipment on the Royal Station Wagon and the Eight-Passenger Sedan and Limousine Models.

**WHEEL AND TIRES**—Chrysler Safety-Rim Wheels, with 4-ply Super-cushion tires, 7.00 x 15 on Royal and Windsor Club Coupe, Sedan, Convertible and Newport; and 5.20 x 15 on Station Wagon, Eight-passenger Sedan, Limousine. White sidewall tires are optional equipment at extra cost. Stainless steel wheel covers are standard equipment.

**WHEELBASE**—Four-Door Sedan, Club Coupe, Newport, Convertible and Station Wagon: 125 1/2 in. Eight-passenger Sedan and Limousine: 120 1/2 in.

**OVER-ALL LENGTH**—Four-Door Sedan, Club Coupe, Newport and Convertible: 208 1/2 in. Eight-passenger Sedan and Limousine: 222 1/4 in. Station Wagon: 214 1/4 in.

**OVER-ALL WIDTH**—All body styles except Station Wagon: 76 in. Station Wagon: 74 1/2 in.

All prices and specifications are subject to change without notice.

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