



ROYAL · IMPERIAL · AIRFLOW

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!

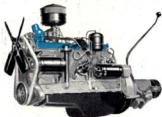
THE ROYAL

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.



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



Sleak, smooth, aerodynamic lines



Forward-reaching styling



Large, integral built trunk



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 ventilator.



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



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



FLIGHTING RIDE ... the action and ease in the new Chrysler has been proved beyond doubt. The car is shown in flight, and the people inside are shown in a state of ease and comfort. This is the result of the new 3-point cushioned ride.



IMPROVED FRONT WHEEL SPRINGS ... are equipped with Chrysler's special coil, which gives more spring to provide a cushioned ride of spring action—both front and rear.



THE NEW STRONGER ... rear suspension system, which is shown in the cutaway view, provides a cushioned ride of spring action—both front and rear.



FRONT SHOCKER SPRINGS ... are equipped with Chrysler's special coil, which gives more spring to provide a cushioned ride of spring action—both front and rear.



SEAT BELT SEAT ... Anytime life is a complete ride, the seat is a complete ride. The seat is a complete ride, and the seat is a complete ride. The seat is a complete ride, and the seat is a complete ride.



SHOCKER SPRINGS ... are equipped with Chrysler's special coil, which gives more spring to provide a cushioned ride of spring action—both front and rear.



NEW CUSHIONED BODY STRUCTURE ... allows the Chrysler auto to ride like a feather on the ground. The new 3-point cushioned ride is a complete ride, and the seat is a complete ride. The seat is a complete ride, and the seat is a complete ride.



NEW SHOCKER SPRING STRUCTURE ... allows the Chrysler auto to ride like a feather on the ground. The new 3-point cushioned ride is a complete ride, and the seat is a complete ride. The seat is a complete ride, and the seat is a complete ride.

NO OTHER CARS EVER GAVE YOU *Safety like This*



ALL-STEEL BODIES . . . Chrysler's steel all-steel bodies are built like a uniform, unperforated shell, and carry up to 20,000 pounds' equivalent weight, distributed over the length to provide the most rigid, solid body built. There are no holes or stressed points to cause flex.



STEEL BRACING . . . A new "X" system of steel braces that carry the front weight of motor vehicles' hood, engine and body.



NEW FLOOR-STEEL-TOP . . . new structure and body are built up in the new "all-steel" body, which makes the structure rigid and sturdy, ready to carry increased weight of steel and motor vehicle.

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



SHOCKLESS SPRINGING . . . completely eliminates the possibility of the "bumpy" or "jumpy" ride of ordinary mechanical springs.



SHOCKLESS SEATING . . . are provided on the Royal and Imperial models. The "cushion" and "spring" are built up in a structure, eliminating the possibility of stress and strain during, during road travel for "shock" riding.

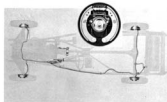
vided by Chrysler in former years, and now adopted throughout the industry, but the good new things as well. Study the safety features on these pages . . . then be sure your next car has them . . . your safety demands it.



SHOCKLESS CONTROLS . . . all controls on the Royal and Imperial models are built up in a structure, eliminating the possibility of stress and strain during, during road travel for "shock" riding.



SHOCKLESS CHAIR . . . to reduce the hazard of those who are in case of accident, Royal and Imperial models are built up in a structure, eliminating the possibility of stress and strain during, during road travel for "shock" riding.



STEEL PRESSURE-RESISTANT SEATING . . . Chrysler's hydraulic seats system, built up in a structure, eliminating the possibility of stress and strain during, during road travel for "shock" riding.



SHOCKLESS AIR SEATS . . . all seats on the Royal and Imperial models are built up in a structure, eliminating the possibility of stress and strain during, during road travel for "shock" riding.



SHOCKLESS TUBES . . . all seats on the Royal and Imperial models are built up in a structure, eliminating the possibility of stress and strain during, during road travel for "shock" riding.

ROOMINESS, *Smartness*...GOOD TASTE...



Everything in the great new Chrysler conforms 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.



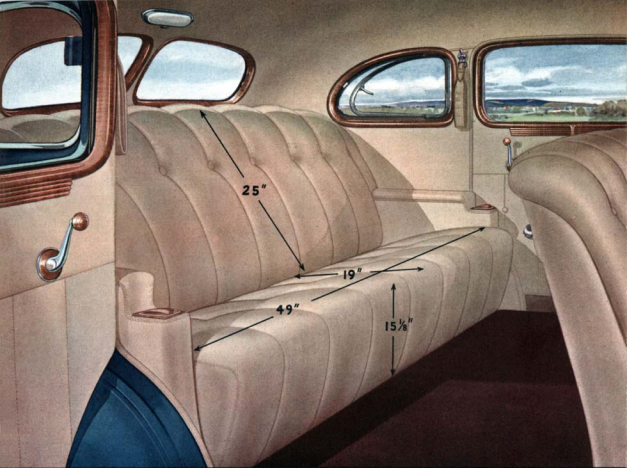
For years it has been necessary to buy weight to get room. You had to pay a price premium and an operating premium for "Fine Car" comfort. The new Chryslers end all that . . . just look at the dimensions of the Chrysler Royal interior at the right . . . you'll find unheard of roominess in every dimension . . . 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.



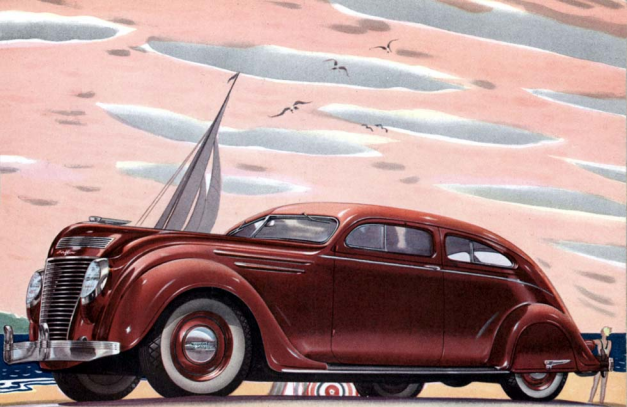
Room for three, both front and rear . . . without crowding or impairing the driver's operation of the car . . . eye-level vision through the exceptionally wide windshield is unimpaird due to the narrow pillar posts of the new safety all-steel body.



INTERIOR CHRYSLER *Royal* SEDAN FOR SIX PASSENGERS

THE GREAT NEW
CHRYSLER *Airflows*
FOR 1937

CHRYSLER *Airflow* SEDAN FOR SIX PASSENGERS



CHRYSLER *Airflow* COUPE FOR FIVE PASSENGERS



THE TOURING BREAKDOWN
Whichever you choose, you'll have the best.



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 on it does the top-ranking name in automotive engineering. You just know that regardless of which of the new 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 BUBBLE SEAT AND
BUSINESS COUPE



THE SEDAN



THE CONVERTIBLE SEDAN



THE CONVERTIBLE COUPE

THE CHRYSLER *Imperial*

DOLLAR FOR DOLLAR...THE
GREATEST OF THE EIGHTS



THE BUMBLE BEAT AND BUSINESS COUPE



THE TOURING SEDAN

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.



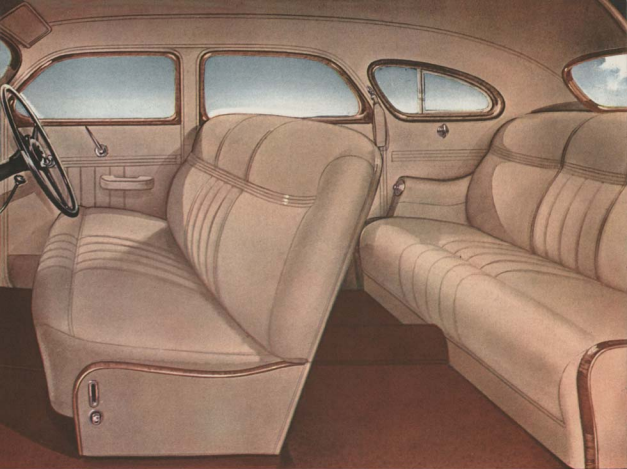
THE TOURING BROOKHAM



THE CONVERTIBLE SEDAN



THE SEVEN-PASSSENGER SEDAN AND SEDAN LIMOUSINE



INTERIOR CHRYSLER *Airflow* SEDAN FOR SIX PASSENGERS

Airflow Style and Luxury

R 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 70 miles an hour a miracle happens—as Chrysler's automatic overdrive goes into action providing the greatest and sweetest 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 80 . . . 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 sweetest thrill is to hit 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.

Maximum overdrive rate is at least 40 to 45 miles per hour on the 480cc. Overdrive is mounted on 1947 Chrysler's 6-cylinder (Standard and Airflow) and 8-cylinder (All of which come with the Road and Transport).



With Overdrive in operation, low oil, even the mechanism's work is easier on you.



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



Chrysler overdrive in Overdrive, cuts 1/3 the gas 20% the oil you spend in the East on the Road to Los Angeles in one year.



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 two million revolutions in an average year's driving.



At average overdrive rates, you save 20% the gas 20% the oil you spend in the West on the Road to Los Angeles in one year.



Chrysler Engineering

MEANS LONG LIFE...ECONOMY...RELIABILITY!



Features illustrated are found in Chrysler



1 PISTON RING COVERING... assures proper fit over the cylinder wall... prevents oil from entering the combustion chamber... and prevents oil from burning and causing loss.



2 PISTON PIN LINKAGE... gives excellent oil seal... and allows the piston to move up and down freely.



3 COOLANT FLOW DESIGN... assures the maximum flow of coolant through the engine... and prevents overheating.



7 STEEL REAR AXLE BEAMS... assure strength and safety... and prevent bending and twisting under load.



8 10" REAR WHEEL BRAKES... assure the most efficient braking... and prevent wheel lock-up.



9 COOLING SYSTEM DESIGN... assures the most efficient cooling... and prevents overheating.



4 CRANKCASE VENTILATION... prevents excessive oil consumption... and keeps the engine clean.



5 AIR COOLER DESIGN... assures the most efficient cooling... and prevents overheating.



6 AIR CLEANER AND OIL SEAL DESIGN... assures the most efficient air flow... and prevents oil leakage.



10 THROUGH-AXLE DRIVE SHAFTS... assure a smooth, quiet ride... and prevent axle vibration.



11 CONSTANT BRAKE SPRING... assures the most efficient braking... and prevents wheel lock-up.



12 OVERDRIFT... assures the most efficient driving... and prevents engine strain.



1. CRANKSHAFT AND CONNECTING ROD ASSEMBLY
 2. CYLINDER BLOCK AND HEAD ASSEMBLY
 3. VALVE TRAIN MECHANISM
 4. CAMSHAFT AND DRIVE MECHANISM
 5. PISTON AND RING ASSEMBLY
 6. TIMING BELT AND DRIVE MECHANISM
 7. OIL PAN AND DRAINAGE SYSTEM



CHRYSLER TOPS 'EM ALL



Loyal. Imperial. Airflow

PRESENTED BY

