

*Chrysler*  
ROYAL AND IMPERIAL

For 1937...CHRYSLER



# TOPS 'EM ALL!

## THE CHRYSLER *Royal*

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

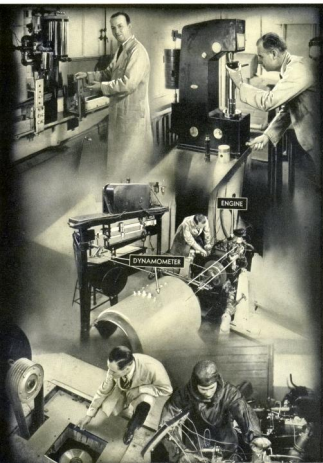
Since 1924 the name Chrysler has been the symbol of a "Fine Car" . . . on every count Chrysler has been the "Tops" in performance, safety, comfort, reliability. Now, with Chrysler's Invasion of the Low Priced Field with the 1937 Royal, new thousands will find this same Chrysler quality within their reach.

## THE CHRYSLER *Imperial*

DOLLAR FOR DOLLAR . . . . . THE  
GREATEST OF THE EIGHTS

That statement isn't just a phrase . . . it's a basic truth. Discriminating motorists everywhere agree that these great new Imperials for 1937 with their forward-reaching styling and luxurious new appointments are by far the greatest eight cylinder values that ever took the road.

# WE'VE ENGINEERED AND BUILT HIGHER PRICED



**I**N 1924, the very first car to bear the name of Chrysler was acclaimed as a triumph of engineering skill—a pioneer that pointed the way to new standards of beauty, performance, comfort and safety—an innovation that startled the industry into a new era of styling and mechanical advancement.

During the years that followed, Chrysler has continued to set the trend in the industry for forward-reaching style and important mechanical improvements.

The secret of Chrysler leadership in these things is found in the Engineering Division which, in its personnel and organization, closely parallels the intellectual approach and operative technique of a medical clinic.

It is more than an experimental laboratory, if that term is understood to mean a place where new ideas are tested. It is more than a research department, if by that is meant an institution that explores beyond the present limits of human knowledge. It is more than a creative group in the sense that ideas evolved by outside agencies are under the constant scrutiny of men assigned exclusively to that activity.

It combines the attributes of all these in the fulfillment of a single aim—to seek perpetually for what constitutes the ideal automobile, and to determine how that ideal may be attained.

It is usually a great surprise for most laymen to learn that the Chrysler Engineering Department is practically a complete manufacturing plant in itself. It is equipped to build almost anything and it can and does build complete cars. In fact, a production schedule of five complete cars per day could be maintained, if necessary.

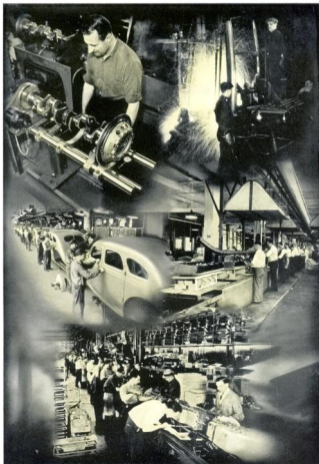
MOTOR CARS...BUT NEVER GREATER VALUES THAN

THE NEW  
*Royal*  
AND  
*Imperial*

But the Engineering Department is not concerned with Production except to insure that the cars which bear the Chrysler nameplate truly express the effort of creative genius, research and experimentation that brought them into being.

In this respect, their watchfulness imposes no burden, for the manufacturing facilities of the great plant where Chrysler cars are built embody the most extensive and modern machine tool equipment that is obtainable. Nothing ever is lacking in precision machinery, proper materials and skilled man power to translate engineering genius into complete motor cars that consistently have won and held widespread public approval.

Today, Chrysler's expression of engineering and manufacturing leadership is crystallized in these two great new cars . . . the sensational low-priced Royal and the commanding new Imperial.



THEY'RE THE

# Smartest CARS ON THE HIGHWAY...



**SLEEK, SMOOTH,** aerodynamic lines are characteristic of Chrysler rear end.



**FORWARD-REACHING** style is evident in every line of this arresting front end.



**LARGE WEATHER SEALED** integral built trunks are exceptionally spacious.



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 and Imperial lend their undeniable smartness to carry on this Chrysler tradition.

THEY'RE

# Tops

IN LUXURY AND COMFORT . . .



**THE WINDSHIELD** is of the ventilating type. A screened cool ventilator adds to your further comfort in warm weather.



**ASH RECEIVERS** are located in each of the rear arm rests in addition to the one located in the instrument panel.



**FOOT REST** built as an integral part of the front seat; it moves backward and forward with the seat as a unit.

**BOTH FRONT AND REAR COMPARTMENTS** have the advantages of Chrysler's new controlled draft-free ventilation.

**A READING LIGHT** is located in the rear compartment for the convenience of the rear seat passengers.

**AN UNUSUALLY LARGE GLOVE COMPARTMENT** will be found at the extreme right in the instrument panel for parcels.



**LUXURY AND COMFORT** take on a new significance after you have experienced Chrysler's new "form" contoured seats.

C H R Y S L E R

Royal



CHRYSLER'S invasion of the low price field is sensational news . . . equally sensational is the amazing new Chrysler engine.

The Chrysler Gold Seal engine brings to 1957 Royal owners, in one dramatic stroke, all the developments that Chrysler engineers have been working on for years. Here is premium performance expressed in terms of economy and stamina that outshines any car ever offered in this price class.

This Gold Seal engine has the highest compression for its bore the motoring world has ever seen. It uses ordinary gasoline . . . and squeezes from every drop every last atom of power. It develops 95 fighting horsepower on less piston displacement than Chrysler engineers have ever been able to achieve in an engine before.

It's literally true that the new Gold Seal Engine delivers its punch with less gas consumption than many en-

*More motor car and  
more sheer quality than  
the world has ever seen  
in the low priced field*

\* \* \*

gines of ten less horsepower. And, at the same time, it has greater pickup, greater smoothness, higher torque and increased ability to sustain peak load.

Naturally, the chassis which carries this marvelous new power plant also has been improved . . . and a completely new line of safety all steel bodies has been provided to give new

spaciousness, comfort and safety for passengers. Royal bodies are all steel—with a new one-piece steel top, inseparably welded to the body.

The new style note of the Royal is unmistakable. Note the forward-reaching profile of the radiator . . . the graceful sweep of the long, proud hood . . . the length and sturdiness of the fenders. Study the beauty of the rich interiors . . . inches bigger in every important dimension. Examine the instrument panel . . . see how every fitting and control is set flush . . . a new safety precaution.

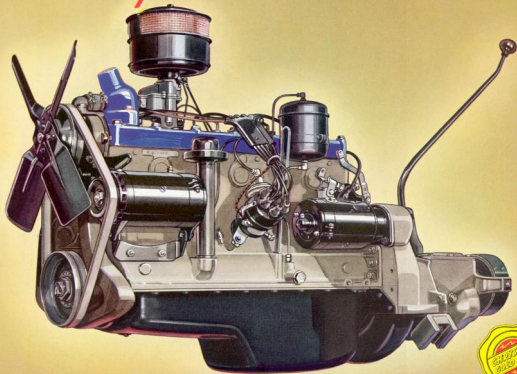
There are ten body styles . . . eight with an overall length of 199 inches, and two, the seven-passenger Sedan and Sedan Limousine with an overall length of 216 inches . . . there's a model to suit every need and preference . . . all smart . . . all created to spread your motoring dollar over the greatest value in all Chrysler history.



WITH THE

# Gold Seal

ENGINE



THE FIGHTING HEART OF ROYAL PERFORMANCE



THE  
*Chrysler* ROYAL  
TOURING BROUGHAM



WITH THE *Gold Seal* ENGINE



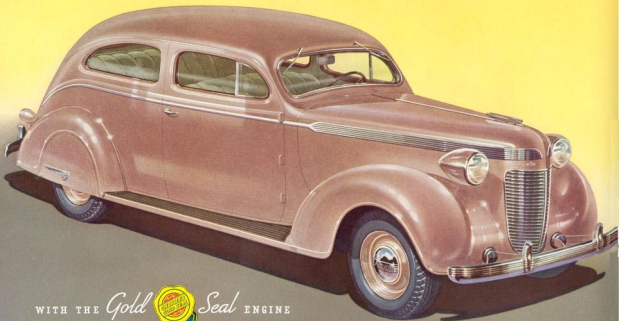
THE  
*Chrysler* ROYAL  
TOURING SEDAN



WITH THE *Gold Seal* ENGINE



THE  
*Chrysler* ROYAL  
BROUGHAM



WITH THE *Gold Seal* ENGINE

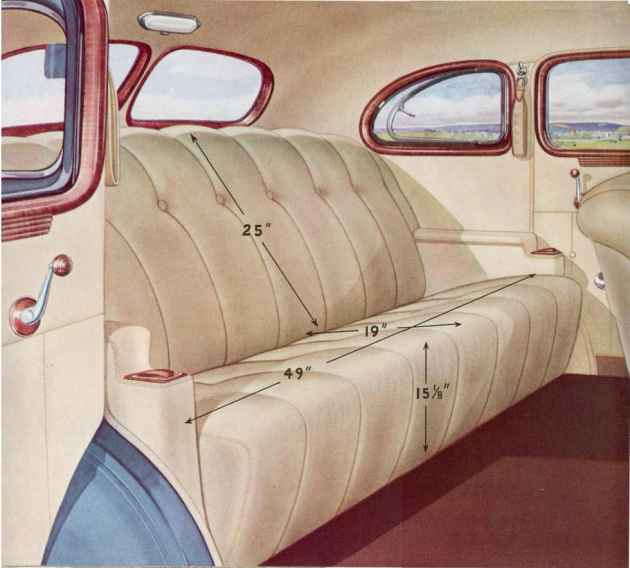


THE  
*Chrysler* ROYAL  
S E D A N



WITH THE *Gold Seal* ENGINE





25"

19"

49"

15 1/8"



23 1/2"

18 1/2"

47"

THE  
*Chrysler* ROYAL  
CONVERTIBLE COUPE



WITH THE *Gold Seal* ENGINE





THE  
*Chrysler* ROYAL

RUMBLE SEAT COUPE  
AND BUSINESS COUPE



WITH THE *Gold Seal* ENGINE



THE  
*Chrysler* ROYAL  
CONVERTIBLE SEDAN



WITH THE *Gold Seal* ENGINE



THE  
*Chrysler* ROYAL

SEVEN PASSENGER SEDAN  
AND SEDAN LIMOUSINE



WITH THE *Gold Seal* ENGINE





CHRYSLER

# Imperial

Styled to lead in any company . . . long, lithe, and low-slung . . . the new Chrysler Imperial dominates its field . . . the most commanding-looking car that ever took the road. Here is true custom car luxury, roominess and thrilling performance . . . a car that bows to nothing on the highway in flashing acceleration and amazing cruising speeds. This "Greatest of the Eights" offers entirely new standards of comfort, size and style . . . far beyond that found in other cars of comparable price.

The Imperial, with an overall length of 204 inches, is offered in six body types. The Custom Imperial, which measures 225 inches overall, is available in a Sedan and Sedan Limousine, both having more than ample room for seven passengers.

Independent front wheel springing, big new aero hydraulic shock absorbers and scientific weight distribution lend their aid to make the Imperial magnificently smooth riding. Add to these such notable Chrysler features as Floating Power rubber engine mountings . . . 100% Hydraulic Brakes . . . safety all steel bodies, with solid steel tops . . . and the marvelous Chrysler Automatic Overdrive, available on the Imperial and standard on the Custom Imperial, that cuts engine revolutions one third, saves substantially on gas and oil and greatly lessens wear and tear . . . you can see why we say "Dollar for Dollar these Imperials are the Greatest of the Eights."

D O L L A R   F O R   D O L L A R

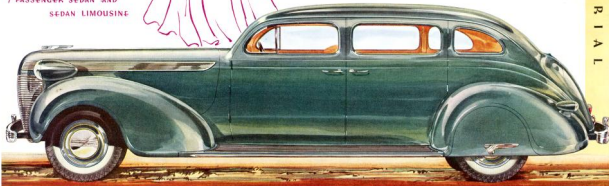
# Stately...

The Custom Imperial Seven-passenger Sedan and Sedan Limousine are identical, except that the Sedan Limousine is provided with a glass partition behind the front compartment to insure complete privacy for passengers, and the chauffeur's seat is finished in leather in place of fabric. With a wheelbase of 140 inches, these two models afford a maximum of spacious comfort and luxury.

The beauty and charm of their interiors is unmistakable . . . rich fabrics . . . soft floor coverings . . . smart fittings . . . shaded and diffused lighting . . . provide an ensemble to delight the most critical and discriminating owner.

CHRYSLER *Custom Imperial*

7 PASSENGER SEDAN AND  
SEDAN LIMOUSINE



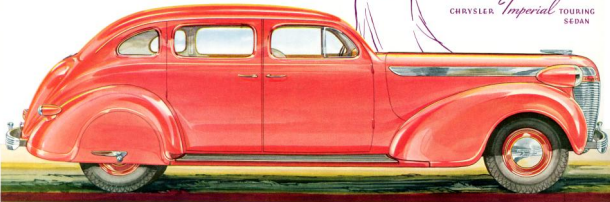
T H E   G R E A T E S T   O F   T H E   F I G H T S

# New Smartness

No one who sees this new Imperial Touring Sedan can help feeling an irresistible urge to get behind the wheel . . . to be off over the highways . . . toward new scenes and new adventures . . . to thrill again to a surging flow of power that levels the steepest grades and leaves the miles behind with a joyous spirit of complete abandon. Even when it is standing still, the lines of this car suggest swift motion . . . like a sprinter crouched at the mark . . . a diver poised for the take-off. There's room for six, of course . . . and ample space for luggage in the big new trunk as well.



CHRYSLER *Imperial* TOURING SEDAN





## New Luxury

The Imperial Touring Brougham completely fulfills the requirements of those who prefer a two-door motor car . . . a type often chosen where children are frequent passengers. The Touring Brougham trunk also provides a large compartment with more than ample capacity for average needs. Here again is Chrysler's unmistakable forward reaching styling . . . smart appointments that give evidence of the careful design and interior luxury that gives this car a character and personality to fill any owner with an honest pride of ownership.

CHRYSLER *Imperial* TOURING  
BROUGHAM



# Styled WITH A



In the new Chrysler Imperial you'll find almost unbelievable roominess in every dimension . . . seat width, cushion depth, elbow room, leg room, head room, floor space . . . there's ample room for six to ride in complete comfort. Doors are as wide as those in your home . . . floors are heavily padded and covered with deep, soft carpeting . . . chair height seats are soft and relaxing as divans . . . and extra quantities of body insulation make for quiet, restful interiors. The smartness of Chrysler interiors is no mere happenstance—no greater

## Interior

### CONVERTIBLE SEDAN

With top down, the Convertible Sedan becomes a sport touring car. Note its trim lines and how snugly and neatly the top stows away in its smart, tailored box.

## Interior

### 7 PASS. SEDAN LIMOUSINE

Even with the generous sized auxiliary seats in riding position, there is more than ample leg room for all passengers in the rear compartment of these great new custom sedans.

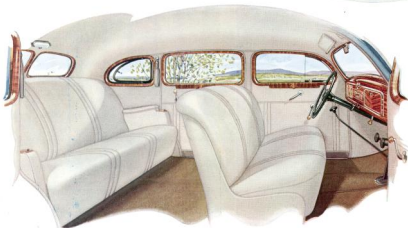




# Custom Flair

care could be exercised in the building of the most costly of motor cars . . . choicest of fabrics and hardware are used in blending these perfect symphonies of the body stylists' art.

Among several notable safety features is the new flush type instrument panel . . . every button, knob and handle recessed so that nothing protrudes. Arm rests now are formed over soft moulded rubber, and door and window operating handles are curved to prevent catching in clothing when entering or leaving the car.



## Interior

### IMPERIAL COUPE

There's oceans of room for three in the Imperial Coupe. The wide seat back tilts forward in two sections. That on the right exposes the spare, while on the driver's side it uncovers a neat tool compartment.

## Interior

### IMPERIAL SEDAN

Added to the luxury so evident in this interior is the riding comfort of new weight distribution that cradles all passengers between the axles . . . and the safety of a Chrysler all-steel body.

# *Sweeping Lines*

No car on the road can match the sleek, trim, racy lines of this Imperial Convertible Coupe. With top down, it is a sport roadster . . . ideal for those who thrill to a wind-swept ride . . . a car for youngsters and oldsters who share a love for the open. With top up, it's a cozy coupe . . . for days when storms threaten or winds are too sharp for comfort. Room for three in the driver's seat . . . and a wide, comfortable rumble seat always available for extra passengers



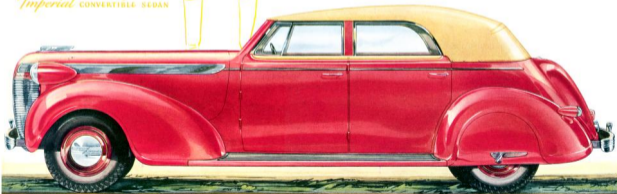
*Imperial* CHRYSLER  
CONVERTIBLE COUPE



CHRYSLER  
*Imperial* CONVERTIBLE SEDAN

THE *Spirit of Youth*

The Imperial Convertible Sedan has all the verve and gusto of the Coupe, and provides the same all-weather usefulness. Here, there is ample room for six . . . room for their luggage, too, in the big, easily accessible trunk. With the top down, this model becomes, in effect, a Sport Touring . . . takes on an appearance of length and swankiness that makes it a favorite wherever smart people gather. Manipulation of the top has been made quick and easy . . . and when down, a trim, tailored boot is slipped on for protection.



# Individuality

The ever popular Rumble Seat Coupe reaches its supreme expression in this Chrysler Imperial. The coziness and intimacy of this model make it the most frequent choice as a second car for exclusive personal use. It is particularly appealing to women, as well as to business men whose daily driving is confined largely to the trip between home and office. Three passengers find ample room and comfort inside, and the rumble is available always for emergency use.



CHRYSLER *Imperial*  
RUMBLE SEAT COUPE





## *Arresting Style*

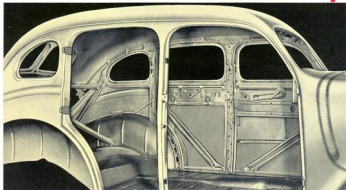
The Imperial Business Coupe is all that its name implies . . . an ideal car for the traveler who covers a wide-flung territory where long, fast trips are an every day requirement. Under the rear deck there is available a really enormous storage space for personal luggage and sample cases. It is in this type of car that the remarkable Chrysler Overdrive lends its greatest aid to make possible sustained fast driving with remarkable fuel economy . . . and where the outstanding Chrysler assets of driving comfort, safety and reliability are most appreciated.

CHRYSLER *Imperial*  
BUSINESS COUPE



NO OTHER CARS

*Complete*



**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 to provide the most rigid, safest bodies built. There are no bolted or screwed joints to cause loose and cause annoying noises or rattles with subsequent expensive repairs.



**STEEL BRACING** . . . A rigid "X" bracing is used across the back of the rear seat of all sedans, greatly increasing the rigidity of the body.



**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 a unit of great strength and maximum safety.

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 pioneered by Chrysler in former years, and now adopted throughout the industry, but the good new things as well.



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



**DEFROSTER** . . . provision is made so that heat from the tire heater can be directed to the windshield, eliminating the possibility of steam and frost forming, assuring clear vision for winter driving.

# EVER GAVE SUCH *Safety*

Chrysler's contributions to safe driving do not stop with the production of cars which offer every known safety feature. Having produced the safest car to operate, Chrysler seeks to encourage the car owner and driver to operate it safely. Be sure to keep your car in safe driving condition, and as you drive, think of the other person's rights on the road.



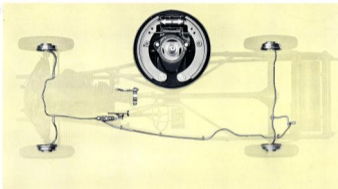
**SAFETY GLASS** . . . is provided as an extra measure of safety in the wide full vision windshield, wing type ventilating wings, and rear quarter windows . . . safety glass is also available for all other windows.



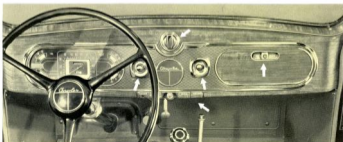
**\*LIFE GUARD TUBES** . . . reduce blow-out danger . . . secondary tubes stay inflated long enough to stop car.



**FLEXIBLE ARM RESTS** . . . all load reinforcing has been removed from front door arm rests.



**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 . . . not on self-energizing action or momentum of the car . . . this assures a positive, easy stop, free from jerks or side sway.



**RECESSED CONTROLS** . . . all controls on the new Royal and Imperial instrument panels are recessed in accordance with modern safety demands . . . and the instrument panel has been raised above knee height to prevent injury in case of sudden stops. Even the controls on the windshield wipers are molded rubber as an extra safety precaution.

# AUTOMATIC *Overdrive*

PERFORMANCE THAT TOPS 'EM ALL!



Chrysler operating in Overdrive can take you all the way from Boston to New York on the same number of engine revolutions that an ordinary car would require to travel from Boston to New Haven.

Automatic Overdrive can be either locked in operation or locked out.



At 55 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 performance.

## HOW IT WORKS

Chrysler Automatic Overdrive is entirely automatic in its oper-

AT **35**  
MILES PER HOUR  
A  
*Miracle*  
HAPPENS

ation... it engages and disengages silently without any effort. Automatic Overdrive can 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 55 miles an hour... In spite of its apparent magic, Chrysler Automatic Overdrive is actually an ingenious device that automatically changes the gear ratio



With Automatic Overdrive in operation, all you have to do is lift your foot momentarily from the accelerator pedal.

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 applied by Chrysler to a modern motor car.

Overdrive is standard on the Chrysler Custom Imperial and is available at slight extra cost on the Royal and Imperial.



With Chrysler in Overdrive, the engine crumple-shaft 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.



NO OTHER CARS EVER

# Rode like These



In these great new Chryslers for 1937 you will find "Floating Ride" at its finest . . . the engine and seats have been moved forward so that weight masses have been redistributed and passengers now ride between the axles where the influence of road inequalities will be at a minimum as you glide over the highways . . . giving you a ride with a nerve-soothing rhythm.



**NEW OUTRIGGER BODY MOUNTINGS** . . . although the Chrysler safety all-steel body follows the curve 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 . . . noises 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 and, operating in a cushion of oil as they do, have practically eliminated road shocks.



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



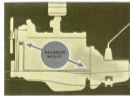
**THE RIDE STABILIZER** . . . counteracts sideways encountered when rounding curves or cutting in and out of traffic at touring speeds. It helps keep the car on an even keel, providing a feeling of exceptional security.



**FULLY INSULATED BODIES** . . . protect Chrysler owners from heat and cold as well as rattle, vibration and noise . . . contributing greatly to Chrysler's relaxing ride.



**CHAIR HEIGHT SEATS** . . . give full support to the knees and permit the seat back to conform naturally with the human body providing perfect support, lessening fatigue.



**FLOATING POWER** . . . the engine and transmission are cradled in rubber. All power tremor is absorbed before it reaches car occupants.



# Chrysler Engineering MEANS



**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 practically all driving conditions.



**2 VALVE SEAT INSERTS** . . . exhaust valve seats on the new 1937 Chryslers have inserts of special alloy steel which because of their heat-resisting qualities seldom if ever need attention under 30,000 miles of driving.



**3 FULL LENGTH WATER JACKETS** . . . effectively cool and dissipate the heat of the cylinders in the great new 1937 Royal for their entire length and help maintain an efficient, economical long-lived engine.

**4 CRANKCASE VENTILATOR** . . . vacuum set up in the crankcase effectively removes injurious gases from all Chrysler engines and at the same time introduces fresh, clean air to the crankcase through the leather pipe.

**5 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. This tends to control and reduce the heat.

**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 to the combustion chambers, thus prolonging engine life.



# LONG LIFE...ECONOMY...RELIABILITY



**7 HYPOID REAR AXLE GEARS** . . . pinion gears are now set below the center of the ring gear. This has made possible the elimination of the tunnel in the rear compartment. Gear teeth also have a longer curve, providing greater strength.



**8 "U" BOLT SPRING SHACKLES** . . . permit perfect rear spring movement without side play or rattles. These new spring shackles are permanently adjusted for wear and only on the very rarest of occasions, if ever, need any attention.

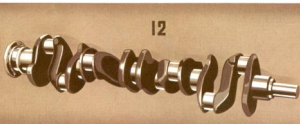


**9 FULL PRESSURE LUBRICATION** . . . both the cylinder block and crankshaft are drilled so that oil under pressure is supplied to all vital moving parts, thereby assuring long life to the precision type fittings and bearings.

**10 THERMOSTAT BY-PASS VALVE** . . . provides a uniform engine running temperature by controlling the water circulation as it passes through the radiator. Engine efficiency is thus greatly increased during all stages of operation.

**11 CENTRIFUGE BRAKE DRUMS** . . . these drums combine the lightness and strength of steel with the heat-dissipating and wearing qualities of cast iron. Brake lining life is prolonged considerably and a better braking surface is maintained.

**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 for smoother, vibrationless operation.





YOU'LL BE

Money Ahead

13



**13 MANIFOLD HEAT CONTROL** . . . when the engine is cold this automatic control aids in vaporizing gas mixture before it enters cylinders during the warming up period.

14



**14 ALUMINUM ALLOY PISTONS** . . . have spherulite-hard surfaces which make these practically immune to wear. Four rings provide effective oil and compression seal.

15



**15 FUEL PUMP** . . . positive, uniform fuel supply under all conditions—angle or altitude—is assured with this diaphragm type pump with air dome for even pressure.

16



**16 AUTOMATIC CHOKE** . . . regulates the amount of gas and air mixture to insure quick starting of the engine. Increased economy results due to less dilution of oil.

**17 FLOATING POWER ENGINE MOUNTINGS** . . . the engine and transmission as a unit are cradled in rubber . . . high in the front, low at the rear . . . the entire power plant is suspended in perfect balance so that all power tremor is absorbed.

**18 POSITIVE SHIFT STARTER** . . . slipping of starter gears and sticking are eliminated in the great new Chrysler for 1937 as the pinion and ring gears are always engaged before current is applied to start the motor.

**19 DUAL DOWN DRAFT CARBURETOR** . . . insures an even flow of fuel to the Imperial combustion chambers . . . an accelerator pump enriches the mixture momentarily when an unusually heavy load is applied to the engine.

17



18



19



## WITH CHRYSLER ENGINEERING



20



**20 UNIVERSAL JOINTS** . . . friction is reduced to a minimum in these new perfected universal roller bearing joints. Because the lubricant is permanently sealed in, long periods of service without attention is made possible.

21



**21 SYNCRO-SILENT TRANSMISSION** . . . makes possible easy, silent shift through all gears at all speeds. All gears are helically cut and are exceptionally tough and rugged, insuring long life and permanent quietness.

22



**22 NEW TAPERED MULTI-LEAFED SPRINGS** . . . development of a new special alloy steel has made it possible to taper rear spring ends on the new Royal and Imperial to a leather edge thickness that produces a soft, fatigues-free ride.

**23 CRANKSHAFT PRECISION BEARINGS** . . . new, improved, steel-backed, ball-tilt-alloy-steel bearings, with an exceptionally large bearing area, provide a perfect seat for the heavy counterweighted crankshaft to turn in.

23



24



**24 AIR-COOLED GENERATOR** . . . air is drawn through the back of the generator, controlling heat, which permits increasing the power output to take care of additional electrical loads occasioned by the use of electrical accessories.

25



**25 OIL FILTER** . . . provides clean oil by constantly filtering all oil in circulation throughout the engine. This results in more efficient engine performance and longer life to both the engine oil and moving parts.

CHRYSLER

Royal

CHRYSLER

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

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

**ROOFS**—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 cool ventilator.

**BRAKES (Service)**—Chrysler 4-wheel hydraulic, internal expanding, with 10-inch centrifuge drums. Total contact area per car 148.4 square inches.

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

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

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

**CRANKSHAFT**—Balanced and counterweighted. Supported on four ball-bush steel main bearings. Rubber mounted, impulse neutralizer. Boring 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 27.54; developed horsepower 30; piston displacement 228.1 cubic inches; compression Floating Power . . . engine and transmission as a unit, cranked in rubber; torque reaction taken by two rubber cushioned mountings on either side of rear Floating Power motor mounting. Firing order 1-3-5-4-2-4. Four-bearing crankshaft; four-bearing silent chain-driven camshaft. Exhaust valve seat inlets of chromic 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 feed. 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 positive shift type. Battery six-volt 105-ampere-hour capacity. Single-wire system. Solar spark ignition. Automatic spark advance, speed and vacuum control.

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

**FUEL SYSTEM**—Carburetor: Plain tube down-draft type, provided with blend 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 ferrule plate, 16 gallons (13.5 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-dot, cast ground—five rings per piston—two compression and two oil.

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

**SPRINGS**—Front: Independent "Amols" steel coil. Rear: New tapered leaf, semi-elliptic, length 22½ inches; number of leaves, 9; spaced apart. Silent "U" thread-type shackles on rear 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, standard tread on all wheels, size 6.00 x 16.

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

**WHEELBASE**—116 inches and 133 inches. Over-all length, bumper to bumper, 198½ inches and 215½ inches.

**STANDARD EQUIPMENT**—Automatic windshield wiper, rear view mirror, adjustable air valve, door light, rope cord, ash receiver in dash and arm rest of rear compartments, safety glass in all windshields, ventilating wings and ventilating rear quarter windows; stop light; safety-beam headlamps. Tools—Wheel equipment, tire.

**SPECIAL EQUIPMENT**—Bumpers, front and rear; bumper guards, rear wheel shields; cigar lighter, radio, heater, safety light, aluminum head automatic oxidizer. Heavy duty air cleaner. De Luxe steering wheel. Clock. Radio. Special running board moulding. Life Guard Tapes. 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 on any part thereof as he may see fit, without incurring any obligation to make like changes on vehicles previously sold.

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

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

**ROOFS**—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 cool ventilator.

**BRAKES (Service)**—Chrysler 4-wheel hydraulic, internal expanding, with 11-inch centrifuge drums. Total contact area per car 177½ square inches.

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

**CLUTCH**—Single dry plate type fully ventilated. Drives 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 staggered fan driven by V-belt with adjustment provided. Thermostatic water control. Dash heat indicator.

**CRANKSHAFT**—Balanced and counterweighted. Supported on five ball-bush steel main bearings. Boring 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 4¼ inches; A.M.A. horsepower 35.90; developed horsepower 110; piston displacement 275.8 cubic inches; suspension. Floating Power—engine and transmission as a unit, cranked in rubber; torque reaction taken by two rubber cushioned mountings on either side of rear Floating Power motor mounting. Firing order, 1-6-2-5-8-3-7-4. Five-bearing camshaft; six-bearing chain-driven camshaft. Exhaust valve seat inlets of chromic 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 feed. 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. Fully ventilated balanced armature—high output, radio type. Starter six-volt positive shift type. Battery six-volt, 119-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

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

**FUEL SYSTEM**—Carburetor; dual down-draft type, provided with fuel 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 teeze plate, 16 gallons (13.5 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 "Amols" steel coil. Rear: New tapered leaf, semi-elliptic length 53½ inches; number of leaves 11; squeakproof. Silent "U" thread-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**—Air-wheel, non-skid tread on all wheels, size 6.20 x 16.

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

**WHEELBASE**—121 inches. Overall length with bumpers 204½ inches.

**STANDARD EQUIPMENT**—Two automatic windshield wipers—rear view mirror—two adjustable sun visors—dome light—cigar lighter—ash receiver in dash and arm rests of rear compartments—dual bronze safety glass in all windshields; venting wings and ventilating rear quarter windows; two stop lights; safety-lean headlamps. Tools. Wheel equipment, five.

**SPECIAL EQUIPMENT**—Bumpers, front and rear, rear wheel shields—heavy duty air cleaner—radio—heater—safety light—clock. Automatic overdrive. Special colors and upholstery; and other items of special equipment and accessories are available on special order basis.

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

**AXLE (Rear)**—Hypoid semi-floating, pressed steel housing. Hypoid "Amols" or sickle-tooth-leafless steel drive gear and pinion gear.

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

**BRAKES (Service)**—Chrysler 4-wheel hydraulic. Internal expanding with 15-inch centrifuge drums. Total contact area per car 198.8 square inches.

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

**CLUTCH**—Single dry plate type fully ventilated. Drives 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" stage-grooved fan driven by V-belt with adjustment provided. Thermostatic water control. Dash heat indicator.

**CRANKSHAFT**—Balanced and counterweighted. Supported on five ball-bearing 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 3¼ inches; stroke 4½ inches; A.M.A. horsepower 53.99; developed horsepower 430; piston displacement 325.8 cubic inches; suspension, Floating Power—Engine and transmission as a unit, cradled in rubber; torque reaction taken by two rubber cushioned mountings on either side of rear Floating Power motor mounting. Firing order 1-4-2-5-8-3-7-4. Five-bearing crankshaft; 6-bearing chain driven camshaft. Exhaust valve seat inserts of chromium tungsten steel. Full pressure lubrication. 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 in coil 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 fuel 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 teeze 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 "Amols" steel coil. Rear: New tapered leaf, semi-elliptic, length 53½ inches. Spring covers. Silent "U" thread-type shackles on rear of rear springs. Rubber bushings at front end of rear springs.

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

**TIRES**—Air-wheels, non-skid tread on all wheels, size 7.50 x 16—six-ply with Life Guard tubes.

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

**WHEELBASE**—140 inches. Overall length with bumpers 225¼ inches.

**STANDARD EQUIPMENT**—Automatic Overdrive, Life Guard tubes, two automatic windshield wipers, clock in instrument panel, dual horns—dual tail lamps, rear view mirror, two adjustable sun visors, dome light, cigar lighter, ash receiver in dash and arm rests of rear compartments. Safety glass throughout. Safety lean headlamps—aluminum head—Tools. Wheel equipment; five. Special running board molding.

**SPECIAL EQUIPMENT**—Bumpers, front and rear, rear wheel shields—radio—heater—safety light. Heavy duty air cleaner. De Luxe steering wheel; six-wheel and fender wheel equipment. Special colors and upholstery; and other items of special equipment and accessories are available on special order basis.

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CHRYSLER TOPS 'EM ALL

*Loyal*  *Imperial*