

CHRYSLER



*Royal ** Imperial*

T W O N E W B E A U T I E S



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

CHRYSLER

Royal

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Imperial

SUSPENSION (Front) . . . independently sprung wheels.
AXLE (Rear) . . . hypoid, semi-floating, pressed steel housing.
BODIES . . . Safety All Steel, insulated against noise and squeaks.
BRAKES (Service) . . . Chrysler four wheel hydraulic internal expanding with 11" centrifuge drums. Total contact area per car 150 sq. in.
BRAKES (Parking) . . . independent external contracting on cast iron drum on propeller shaft.
CLUTCH . . . fully ventilated single dry plate. Driven discs faced with compressed woven asbestos.
COOLING SYSTEM . . . water circulated by centrifugal pump. Thermostatic water control. Cellular type radiator core.
CRANKSHAFT . . . balanced and counterweighted. Supported on four babbit-lined steel main bearings.
ENGINE . . . L-Head, six cylinders, 4 cycle. Bore $3\frac{3}{8}$ ", stroke $4\frac{1}{2}$ " A. M. A. horsepower 27.34, developed horsepower at 3600 r.p.m. 95. Piston displacement 241.5 cu. in. Suspension, Floating Power. Firing order 1-5-3-6-2-4. Four bearing crankshaft. Four bearing silent chain driven camshaft. Exhaust valve seat insert special alloy. Full pressure lubrication to all crankshaft, camshaft and connecting rod bearings. Pump located right side of crankcase. Oil capacity five quarts. Pressure gauge on dash. Level indicator on left side of crankcase.
ELECTRICAL SYSTEM . . . shunt type generator with full voltage and current regulation. Solenoid positive shift starter 6-volt type. Battery 15-plate, 119 ampere hours capacity. Single wire system. Solar spark ignition. Automatic spark advance with speed and vacuum control.
FRAME . . . exceptionally rigid, double drop X girder truss type.
FUEL SYSTEM . . . carburetor plain tube down draft with automatic manifold heat control and integral air cleaner and intake silencer. Fuel pump. Fuel tank capacity 16 gallons. (13.3 Imperial gallons).
PISTONS . . . aluminum alloy—U-slot cam ground. Two compression and two oil rings per piston.
SHOCK ABSORBERS . . . hydraulic—double acting aero-type front and rear.
SPRINGS (Front) . . . independent "Amola" steel coil. (Rear) "Amola" steel semi-elliptic with tapered leaf ends. Length $53\frac{5}{8}$ ". Number of leaves 9. Silent "U" thread type shackles on rear of rear springs. Rubber bushings on front of rear springs.
STEERING GEAR . . . semi-irreversible worm and roller type. Ratio 18.2 to 1.
TIRES . . . air wheel, non-skid tread. Size 6.25 x 16.
TRANSMISSION . . . synchro silent transmission. Helical gears throughout.
WHEELBASE . . . 119". Overall length with bumpers $199\frac{5}{8}$ ".

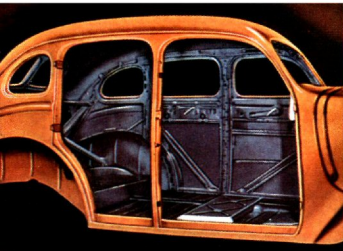
SUSPENSION . . . independently sprung wheels.
AXLE (Rear) . . . hypoid, semi-floating pressed steel housing.
BODIES (Safety All Steel) . . . insulated against noise and squeaks.
BRAKES (Service) . . . Chrysler four-wheel hydraulic internal expanding with 12" centrifuge drums. Braking contact area 172.5 sq. in.
BRAKES (Parking) . . . external contracting on cast iron drum on propeller shaft.
CLUTCH . . . fully ventilated single dry plate driven disc with asbestos facing. Torque cushioned by special springs.
COOLING SYSTEM . . . water circulated by centrifugal pump. Thermostatic water control. Fin and tube type core.
CRANKSHAFT . . . balanced and counterweighted. Supported on five steel backed babbit-lined main bearings. Impulse neutralizer.
ENGINE . . . L-head, eight cylinders, water cooled, four cycle; bore $3\frac{1}{4}$ ", stroke $4\frac{1}{2}$ " A. M. A. horsepower 38.80; developed horsepower at 3400 r.p.m. 110; piston displacement 298.6 cu. in. suspension; patented Floating Power. Firing order 1-6-2-5-8-3-7-4. Full pressure lubrication to all crankshaft, camshaft, and connecting rod bearings. Oil capacity six quarts.
ELECTRICAL SYSTEM . . . shunt type with full voltage and current regulation. Battery 17-plate, 6 volt, 120 ampere hour capacity. Solar spark ignition. Automatic spark advance, speed and vacuum control.
FRAME . . . exceptionally rigid, double drop and girder truss type.
FUEL SYSTEM . . . dual downdraft carburetor equipped with automatic choke and integral air cleaner and intake silencer. Fuel pump. Fuel tank capacity sixteen gallons. (13.3 Imperial gallons.)
PISTONS . . . aluminum alloy U-slot cam ground. Two compression and two oil rings per piston.
SHOCK ABSORBERS . . . Aero-type hydraulic double acting.
SPRINGS . . . (Front) "Amola" steel coil (rear) Semi-elliptic with tapered leaf ends—11 leaves—length $53\frac{5}{8}$ " metal covered. Silent "U" type shackles, rubber bushings on front end of rear springs.
STEERING GEAR . . . semi-irreversible—worm and roller type—ratio 20.25 to 1.
TIRES . . . Air Wheel—non-skid tread. Size 6.50 x 16.
TRANSMISSION . . . silent synchro mesh helical type gears throughout.
WHEELBASE . . . 125", overall length with bumpers $205\frac{1}{8}$ ".

SPECIAL NOTICE

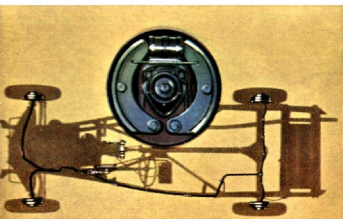
The manufacturer reserves the right to revise, change or modify the construction of Chrysler motor vehicles or any part thereof as he may see fit without incurring any obligation to install same on motor vehicles previously purchased.

A NEW DEGREE OF

Safety



Modern driving conditions demand a constantly greater degree of safety. Chrysler engineering provides it and has always led the field in this important respect, beginning with the pioneering of hydraulic four-wheel brakes, carrying through the pioneering of safety all-steel bodies, reaching the highest perfection in scientific weight distribution, X-bridge frame construction, side-sway eliminator and many other safety factors. As a result, Chrysler cars are everywhere known as the safest cars under all traffic and road conditions . . . the best insurance against accidents . . . the best protection if accidents occur.

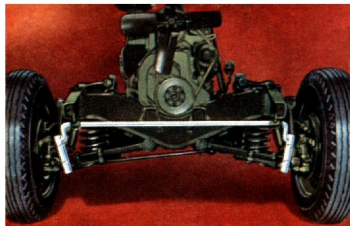


(Above) Chrysler's Safety All-Steel body, armored unit construction, heavy-gauge sheathing welded to channeled cross-bracing. (Below) Chrysler's time-tested hydraulic brakes insure identical pressure and braking effort at each wheel and positive, straight-ahead stopping.



(Above) The finest safety glass is used throughout, in all Chrysler motor cars as an extra measure of precaution and safety.

(Below) Chrysler's side-sway eliminator counteracts side-sway on curves and keeps the car on "even keel" providing an extra measure of safety and feeling of security.

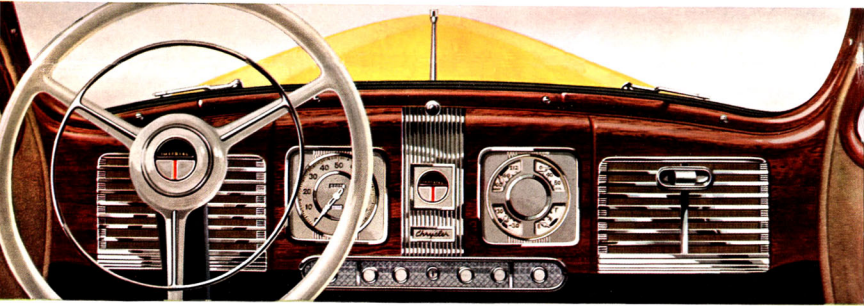


HIGH PRICED

Comfort

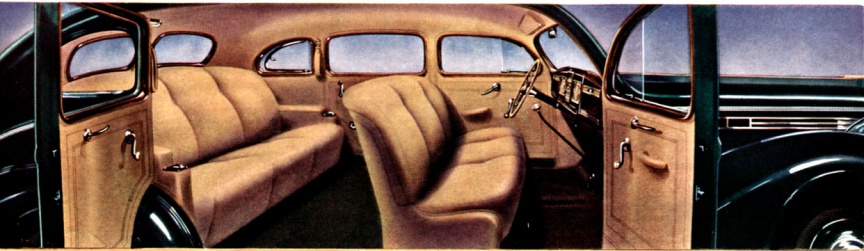
IN THE LOW PRICED FIELD

In the low-priced field, the bigger, more powerful Chrysler Royal gives you more for the money. In the medium-priced field, the new, trigger-quick Imperial provides phenomenal performance at a remarkable price.



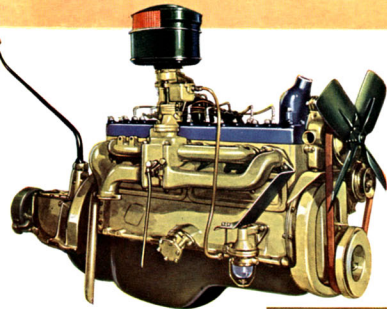
Both the Chrysler Royal and Chrysler Imperial have instrument panels which are equally distinctive in beauty and convenience. All instruments are clearly visible and illuminated at night by prismatic reflectors. All controls are ready to the driver's hand and recessed for safety.

There's big-car roominess in every interior dimension. It's 96 1/4 inches from the windshield to the rear window . . . 50" from floor to ceiling . . . 49" across the back seat cushion . . . 47" across the front seat. All seats are chair-high . . . and there's plenty of leg and elbow room in both compartments.



WITH A NEW HIGH IN

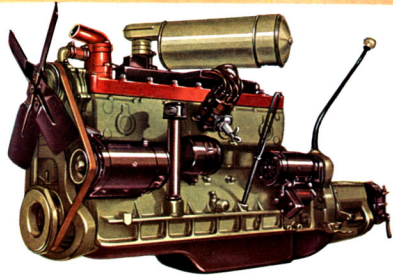
Economy



The new Royal Gold Seal Engine . . . 95 horsepower . . . cradled in Chrysler's famous Floating Power engine mountings . . . complete with all of Chrysler's advanced engineering features and fuel economy.



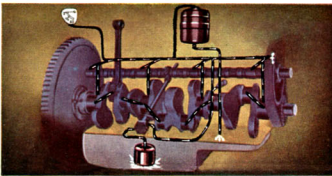
All Chrysler exhaust valves are fitted with valve seat inserts of special alloy, heat-resisting steel which, because of their heat-resisting qualities, seldom need attention under 30,000 miles.



The new Imperial Gold Seal Engine . . . 110 horsepower . . . silky smooth with Floating Power . . . gives the Chrysler Imperial its phenomenal performance, amazing get-away and quiet operation.



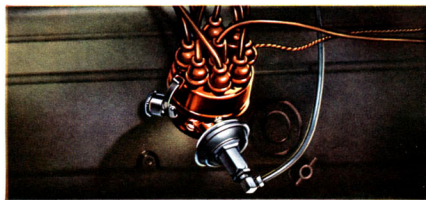
Automatic vacuum control of spark advance or retard insures the timing of the spark at the point of maximum efficiency and economy under practically all driving conditions.



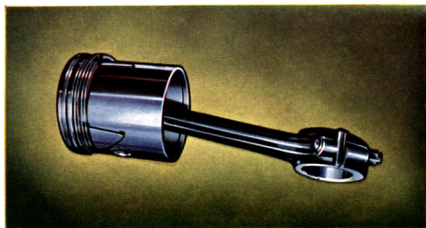
All Chrysler cylinder blocks and crankshafts are drilled, so that oil under pressure is supplied to all vital moving parts, assuring long life to the close fitting precision type fittings and bearings.



The oilfilter provides clean oil by constantly filtering oil in circulation throughout the engine. This results in more efficient engine performance and longer life to both the engine oil and moving parts within the engine.



Chrysler's aluminum alloy pistons have sapphire-hard surfaces which reduce wear to an almost unbelievable minimum. Four piston rings provide effective oil and compression seal. Another Chrysler long-life and economy feature.



THE Royal

MORE FOR THE MONEY
IN THE LOW PRICE FIELD



The Royal Seven Passenger Sedan . . .
The Seven Passenger Sedan Limousine
136 Inch Wheelbase . . . 102 Horsepower



The Royal Touring Sedan
119 Inch Wheelbase . . . 95 Horsepower



The Royal Touring Brougham
119 Inch Wheelbase . . . 95 Horsepower



The Royal Sedan
119 Inch Wheelbase . . . 95 Horsepower



The Royal Brougham
119 Inch Wheelbase . . . 95 Horsepower



The Royal Convertible Sedan
119 Inch Wheelbase . . . 95 Horsepower



The Royal Convertible Coupe
119 Inch Wheelbase . . . 95 Horsepower



The Royal Rumble Seat Coupe
119 Inch Wheelbase . . . 95 Horsepower



The Royal Coupe
119 Inch Wheelbase . . . 95 Horsepower

BEAUTIES

THE

Imperial

PHENOMENAL PERFORMANCE AT A REMARKABLE PRICE



The Imperial Touring Sedan
125 Inch Wheelbase . . . 110 Horsepower



The Imperial Touring Brougham
125 Inch Wheelbase . . . 110 Horsepower



The Imperial Convertible Sedan
125 Inch Wheelbase . . . 110 Horsepower



The Imperial Convertible Coupe
125 Inch Wheelbase . . . 110 Horsepower



The Imperial Coupe
125 Inch Wheelbase . . . 110 Horsepower



The Imperial
Rumble Seat Coupe
125 Inch Wheelbase
110 Horsepower

THE Imperial CUSTOM MODELS

Five Passenger Sedan . . . Seven Passenger Sedan
Seven Passenger Sedan Limousine
144 Inch Wheelbase . . . 120 Horsepower

