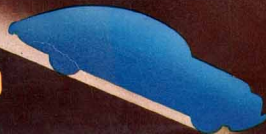


CHRYSLER

FOR 1939



ASK FOR

The
 MODERN
 CHRYSLER
 1939

PAUL WEAVIL



IMPERIAL MODELS & INTERIORS

ROYAL MODELS & INTERIORS

MECHANICAL FEATURES

SAFETY FEATURES

COMFORT FEATURES



BE MODERN...BUY CHRYSLER



WHEN you see the ultra-modern beauty of the new 1939 Chryslers, you will know that Chrysler Corporation engineering has again pioneered a new and finer type of car. And, because a motor car can prove itself only when *in motion*, you'll want to enjoy the thrilling experience of driving one of these great new Chrysler cars.

Your first thrill, on entering, will be an impression of light and space. You've never seen a car with so much window area . . . nor so much roominess, either. The body is 4 inches wider at the windshield than last year's roomy Chryslers, with bigger V-type windshield, great wide seats, wide uncluttered floors, front and rear.

Both the Chrysler Royal and the Chrysler Imperial have engines with greater horsepower than last

year's spirited Chryslers, which gives them phenomenal performance at any speed.

And you'll find a flexibility of power and speed that is utterly amazing. The new Cruise-and-Climb Transmission gives you thrilling performance, magically and automatically shifting on demand between pick-up and cruising ranges, according to the power required. It flashes you out of tight places instantly . . . and saves you money in town or country driving by giving you far greater use of the new Chrysler Cruise-and-Climb Transmission.

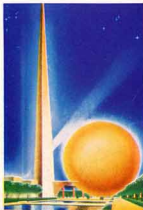
The new Steering Wheel Gearshift combines with the Cruise-and-Climb Transmission to reduce driving to a point of ease and simplicity never before attained. The gearshift is directly below your hand and gears are shifted with a minimum

of effort. You can't clash gears. You can't shift into reverse accidentally. These two great Chrysler developments do your thinking for you.

The roadability of the new 1939 Chrysler cars astonishes everybody who experiences it. People say that the car seems to ride in a well-oiled groove . . . on curves and uneven roads, as well as on smooth highways.

These two new cars are Chrysler's finest . . . with Chrysler's topmost standards in engineering . . . in precision building . . . in materials and equipment. And, because of their great new engineering features . . . their many automatic devices . . . their highly developed principles of Airflow streamlining . . . they are the finest of all Chryslers to drive . . . and the most economical.

* * *



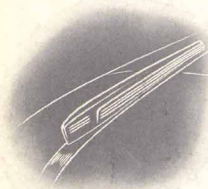
IMPERIAL MODELS & INTERIORS
ROYAL MODELS & INTERIORS

MECHANICAL FEATURES

SAFETY FEATURES

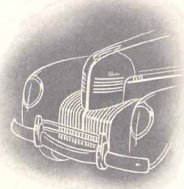
COMFORT FEATURES

CHRYSLER...AMERICA'S MOST MODERN MOTOR CAR...



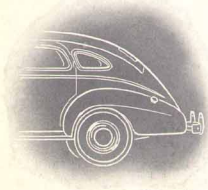
MODERN DESIGN

Beautiful unity of design is achieved by modeling front end, headlamps, fenders, body . . . in fact, everything on the Chrysler car . . . as one harmonious whole, typical of Chrysler design.



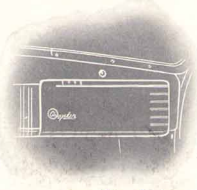
MODERN STYLE

The Airflow principle of streamlining, pioneered many years ago by Chrysler, reaches its highest point of efficiency and beauty in the new Chryslers . . . style leaders for 1939.



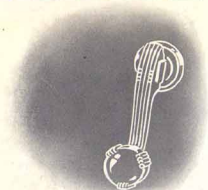
MODERN BEAUTY

Rich, translucent instrument panel of plastic material . . . with speedometer displaying a different colored light for each of three speed zones . . . keynotes to interiors of beauty and utility.



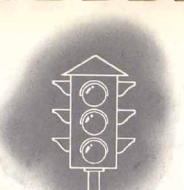
MODERN LUXURY

Built-in luxury everywhere . . . glove compartments, ash receivers, cigar lighters, padded arm rests, concealed trunk . . . everything to increase convenience and riding pleasure.



MODERN APPOINTMENTS

Window lifts, door handles, rear seat reading lamp . . . all hardware and appointments blend in perfect harmony to repeat the decorative keynote of the rich instrument panel.



MODERN PERFORMANCE

Extra power in the silent engines . . . floating power . . . thrilling performance in the Cruise-and-Climb Transmission . . . makes the 1939 Chrysler master of town and country traffic.



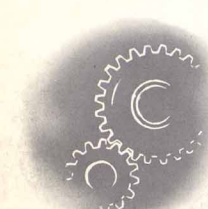
MODERN INTERIORS

Chrysler's famous chair-high seats . . . wide as divans . . . deep cushioned and smartly tailored . . . feature interiors of consummate comfort, beauty and refinement.



MODERN VALUE

Finer performance . . . greater riding comfort . . . superior ease and safety for driver and passengers . . . make 1939 Chryslers today's outstanding motor car values.



MODERN ENGINEERING

Chrysler's finest . . . in mechanical development . . . in advanced safety features . . . in precision building . . . in smoother performance and long-lived economy.

IMPERIAL MODELS & INTERIORS
ROYAL MODELS & INTERIORS

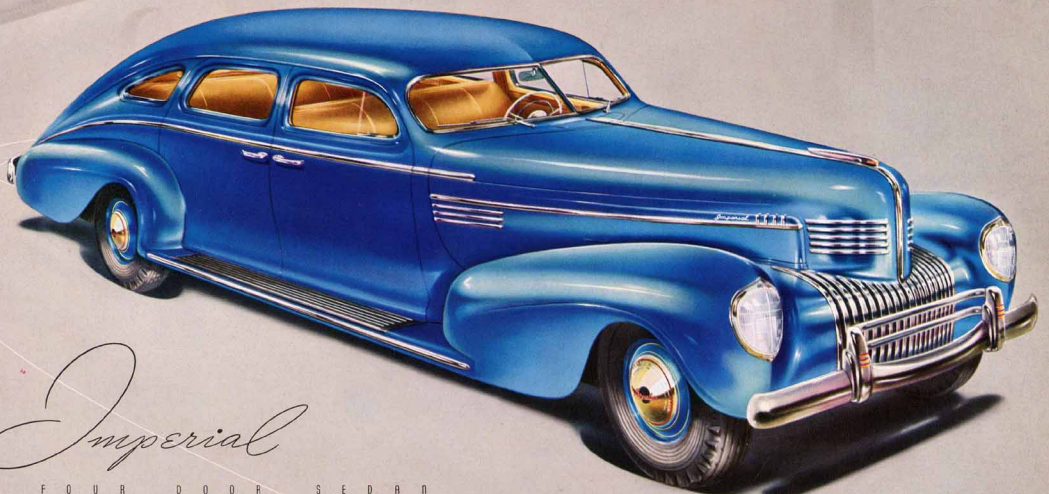
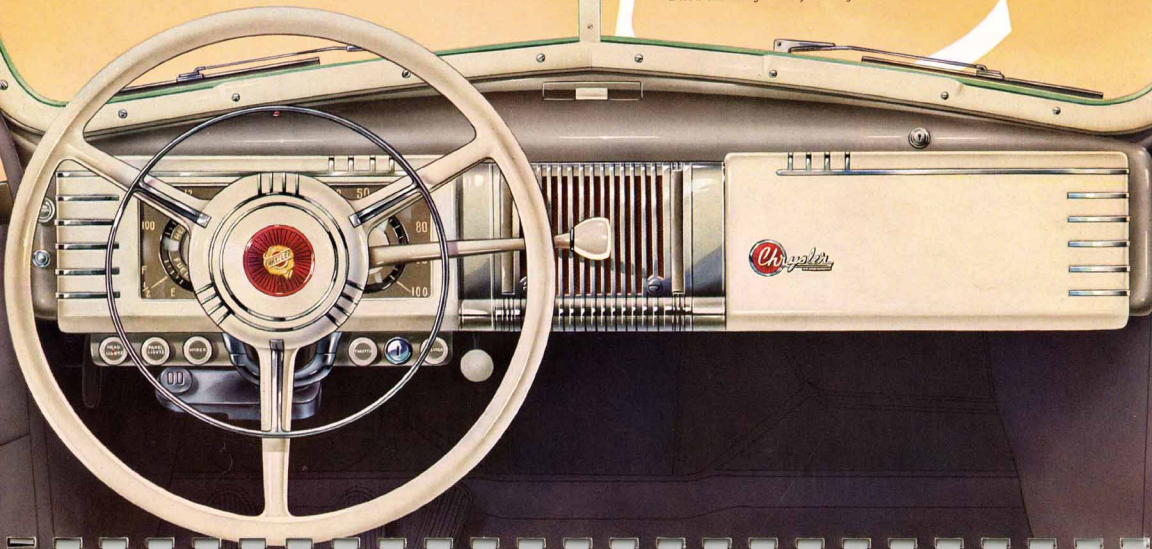
MECHANICAL FEATURES

SAFETY FEATURES

COMFORT FEATURES

BEHIND THE WHEEL... OF THE MODERN CHRYSLER

You're in command of more power and flexibility than you've ever experienced... with less effort on your part than you ever imagined possible. A crook of your finger... a light toe-thrust... a slight turn on the wheel... and you have performed all of the operations necessary to driving, from blowing the horn to applying the brakes. No reaching... no bending... no straining. Truly the 1939 Chrysler gives a new meaning to easy driving.



Imperial

F O U R D O O R S E D A N

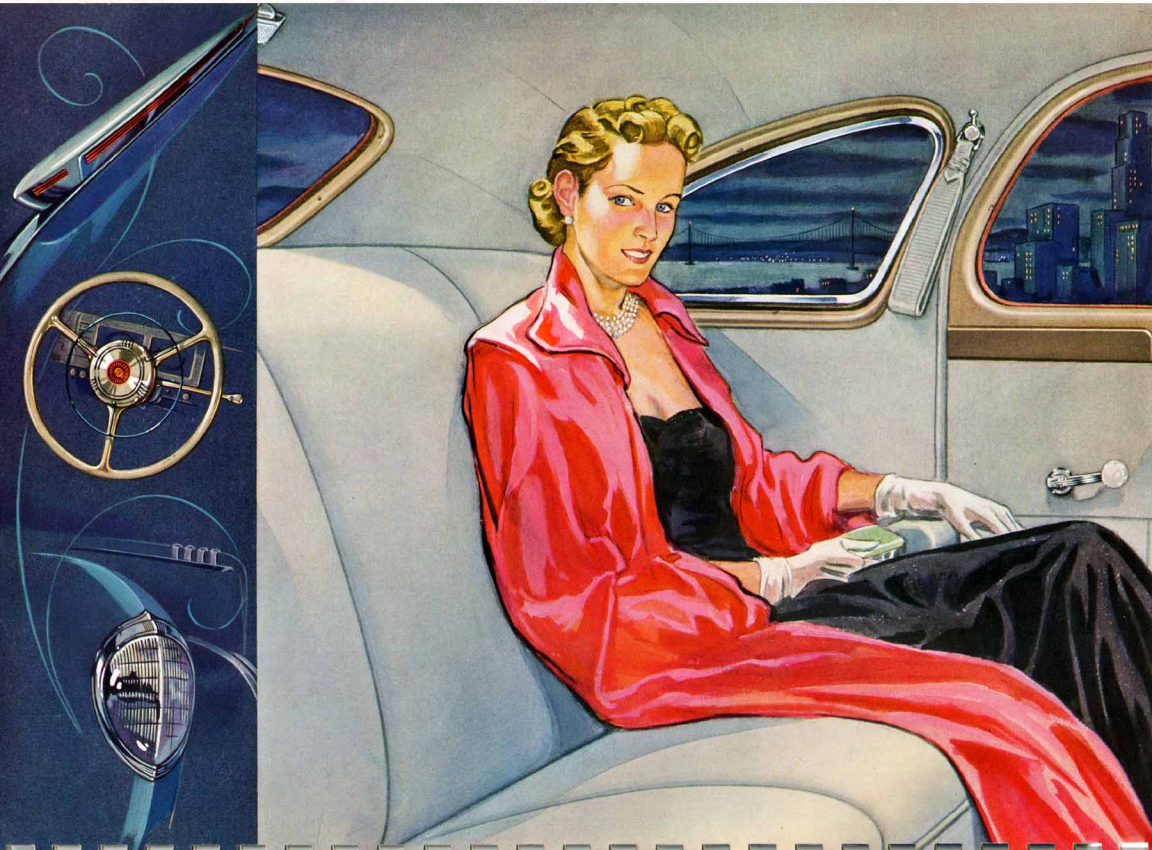
IMPERIAL MODELS & INTERIORS

ROYAL MODELS & INTERIORS

MECHANICAL FEATURES

SAFETY FEATURES

COMFORT FEATURES



Interior
VICTORIA COUPE



ROYAL MODELS & INTERIORS

MECHANICAL FEATURES

SAFETY FEATURES

COMFORT FEATURES



Imperial

B U S I N E S S C O U P E



Imperial

V I C T O R I A C O U P E

ROYAL MODELS & INTERIORS

MECHANICAL FEATURES

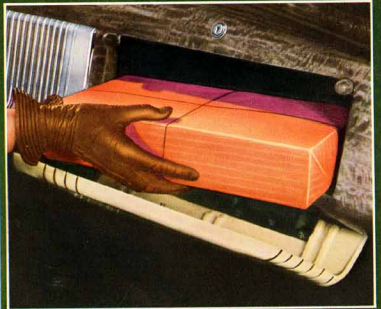
SAFETY FEATURES

COMFORT FEATURES



A NEW KIND OF
Luxury

Whether you drive, or ride as a passenger, you don't have to stretch for controls . . . or ash trays . . . or light switches . . . or any of the dozen-and-one appointments that surround you with safety, with convenience and with unprecedented luxury. Never before have cars offered so much in roominess, in clear vision, in complete relaxation.



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

AXLE (Rear)—Semi-floating type with pressed steel housing. Hypoid "Amola" or nicked molybdenum steel drive gear and pinion gear.

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

BRAKES (Service)—Chrysler 4-wheel hydraulic, internal expanding, with 12-inch cast-iron drums. Total contact area per car 201 square inches.

BRAKE (Parking)—Independent external contracting on cast iron drum on propeller shaft. Hand lever under left end of instrument panel.

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

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

CRANKSHAFT—Balanced and counterweighted. Supported on five bobbed-lined steel main bearings. Bearing size 2 1/4 inches. Total bearing area 621 square inches. Rubber mounted, vibration dampener.

ENGINE—"I" Head, water cooled, eight cylinders, four-cycle. Bore 3 1/4 inches, stroke 4 1/4 inches, A.M.A. horsepower 53.95, developed horsepower 135 piston displacement 323.3 cubic inches, suspension, Floating Power—engine and transmission as a unit, cradled in rubber, torque reaction taken by the two rubber cushioned rear Floating Power engine mountings located on each side of the transmission case. Firing order, 1-6-2-5-3-7-4. Five-bearing crankshaft; six-bearing chain-driven camshaft. Exhaust valve seat inserts of chromium tungsten steel. Full pressure lubrication to all crankshaft, camshaft and connecting rod bearings. All other working parts lubricated by positive spray under pressure from small metered hole in upper half of each connecting rod bearing; also from crankshaft and camshaft. Timing chain lubricated by direct oil leads. Pump located on right side of crankcase, driven by timing shaft from spiral gear on camshaft. Oil capacity six quarts. Pressure gauge on dash. Level indicator rod on left side of crankcase.

ELECTRICAL SYSTEM—Shunt type generator with full voltage and current regulation. Full ventilated balanced armature—high output, radio type. Starter; six-volt solenoid positive shift type. Battery: 17 plate, six-volt, 120-ampere-hour capacity. Single-wire system. Solenoid spark ignition. Automatic spark advance, speed and vacuum control.

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

FUEL SYSTEM—Carburetor; dual down-draft type, provided with fixed jets, covering all necessary ranges for variations of altitude, peak summer and winter conditions, with idle control and accelerator pump. Equipped with automatic manifold heat control and air cleaner integral with intake silencer. Automatic Choke. Fuel pump; Driven from camshaft sediment trap. Fuel supply tank; Rustproof terne plate, 21 gallons (17.5 imperial gallons). Electrical fuel gauge on instrument panel.

CRUISE AND CLIMB TRANSMISSION—All helical planetary gears—silent operation—providing slower engine speed at higher car speed. Located at rear of transmission. Special equipment.

PISTONS—Aluminum alloy—U-slot type—4 rings per piston—two compression—two oil.

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

SPRINGS—Front Independent "Amola" steel coil. Rear: New tapered leaf, semi-elliptic length, 53 1/2 inches, number of leaves 11; metal covers, 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.

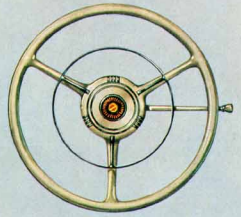
TIRES—Airwheel, nonskid tread on all wheels, size 6.50 x 16.

TRANSMISSION—Synchro-silent transmission, helical-type gears throughout, first speed and reverse operating on spirally cut splines; second gear operates on constant-mesh helically cut gear. Gear shift lever mounted on steering column just below steering wheel.

WHEELBASE—125 inches. Overall length with bumper 207 1/2 inches.

STANDARD EQUIPMENT—Bumpers, front and rear; bumper grille bars, two horns, two automatic windshield wipers, rear view mirror; two adjustable sun visors, cigar lighter, dome light, foot rest, robe cord, arm rests, assist cords, ash receiver in dash and rear compartment, glove compartment lock; two combination stop and tail lights, steering wheel gear shift, chrome wheel rings, safety beam headlamps, tools; five wheels with tires and tubes.

SPECIAL EQUIPMENT—Rear wheel shield; radio, heater, aluminum head, automatic cruise and climb transmission; heavy duty air cleaner, de luxe steering wheel, clock, Life Guard tubes, 700' 4-ply tires, steel-lined glove compartment, tender well equipment. Special colors and upholstery; also other items of special equipment and accessories are available on special order basis.



Chrysler

IMPERIAL

SPECIAL NOTICE—The manufacturers reserve 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.

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

ROYAL MODELS & INTERIORS

MECHANICAL FEATURES

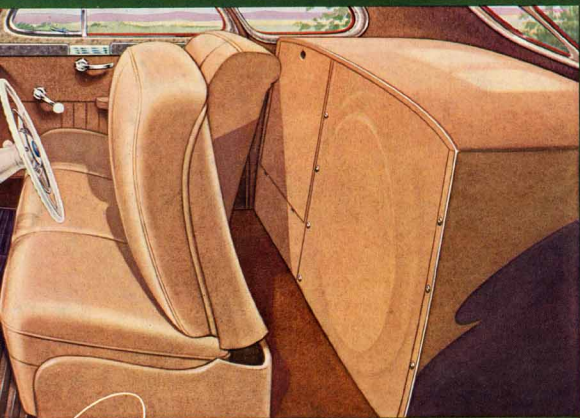
SAFETY FEATURES

COMFORT FEATURES

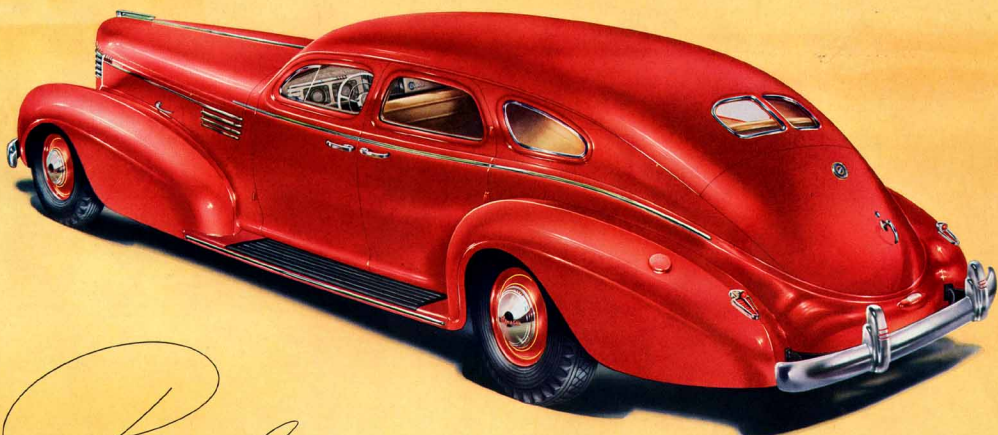
Far Excellence in COMFORT...



You don't have to sit cramped and stiff in a Chrysler. You loll and take your ease . . . on seats as wide as divans . . . on seats as deep and soft as skilled upholsterers can make them. This year, bodies are 4 inches wider at the windshield, with increased head room, shoulder room, elbow room, leg room . . . true comfort for passengers in both front and rear compartments.



Interior BUSINESS COUPE



Royal

FOUR DOOR SEDAN

ROYAL MODELS & INTERIORS

MECHANICAL FEATURES

SAFETY FEATURES

COMFORT FEATURES



MECHANICAL FEATURES

SAFETY FEATURES

COMFORT FEATURES



Loyal

T W O D O O R S E D A N



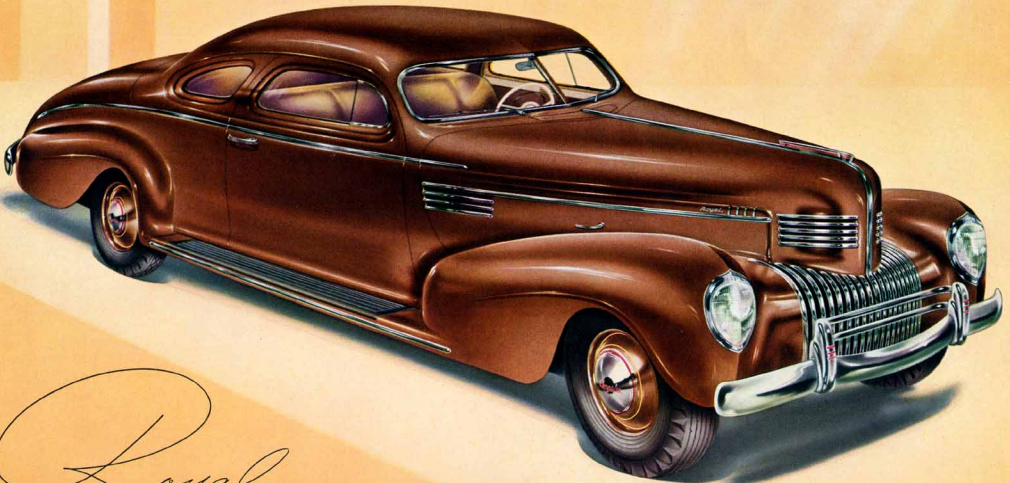
Loyal

V I C T O R I A C O U P E

M E C H A N I C A L F E A T U R E S

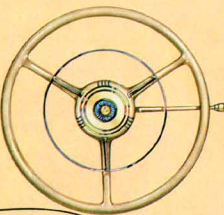
S A F E T Y F E A T U R E S

C O M F O R T F E A T U R E S



Loyal

B U S I N E S S C O U P E



Loyal

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

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

AXLE (Rear)—Semi-floating type with pressed steel housing. Drive gear and pinion hypoid type "Amola" or nickel molybdenum steel.

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

BRAKES (Service)—Chrysler 4-wheel hydraulic, internal expanding, with 11-inch centrifuge drums. Total contact area per car 185½ square inches.

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

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

COOLING SYSTEM—Water circulated by centrifugal pump. Fin and tube type radiator

with detachable shell. Four-blade 17½-inch stagger-spaced fan driven by V-belt with adjustment provided. Thermostatic water control. Dash heat indicator.

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

ENGINE—"L" head, water cooled, six cylinders, four-cycle. Bore 3¼ inches; stroke 4½ inches; suspension, Floating Power . . . engine and transmission as a unit, cradled in rubber; torque reaction taken by the two rubber cushioned rear Floating Power engine mountings located on each side of the clutch housing, firing order 1-5-3-6-2-4. Four-bearing crankshaft, four-bearing silent chain-driven camshaft. Exhaust valve seat inserts of chromium tungsten steel. Full pressure lubrication to oil crankshaft, camshaft and connecting rod bearings. All other working parts lubricated by positive spray under pressure from small metered hole in upper half of each connecting rod bearing; also from crankshaft. Timing chain lubricated by direct oil leads. Pump located on right side of crankcase, driven by timing shaft from spiral gear on camshaft. Oil capacity five quarts. Pressure gauge on dash. Level indicator rod on left side of crankcase.

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

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

FUEL SYSTEM—Carburetor. Plain tube down-draft type, provided with fixed jets, covering all necessary ranges for variations of altitude, peak summer and winter conditions, with 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 terns plate, 18 gallons (14.9 imperial gallons). Electrical fuel gauge on instrument panel.

CRUISE AND CLIMB TRANSMISSION—All helical planetary gears—silent operation—providing slow engine speed at higher car speed. Located at rear of transmission. Special equipment.

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

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

SPRINGS—Front: Independent "Amola" steel coil. Rear: New tapered leaf, semi-elliptic, length 53½ inches; number of leaves, 9. 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, nonskid tread on all wheels, size 6.25 x 16.

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

WHEELBASE—119 inches and 136 inches. Over-all length, bumper to bumper, 203½ inches and 218½ inches.

STANDARD EQUIPMENT—Bumpers, front and rear; two automatic windshield wipers, two combination stop and tail lights, two adjustable sun visors; rear view mirror, cigar lighter, glove compartment lock, steering wheel gear shift, dome light, robe cord, foot rest, arm rests, assist cords, ash receiver in dash and rear compartment of sedan; safety beam headlamps; locks; five wheels with tires and tubes.

SPECIAL EQUIPMENT—Rear wheel shields; heavy duty air cleaner, radio, heater, clock; automatic cruise and climb transmission, de luxe steering wheel, Life Guard tubes; aluminum hood, dual horns, bumper grille bars, steel-lined glove compartment. Special colors and upholstery; also other items of special equipment and accessories are available on special order basis.

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.

MECHANICAL FEATURES
SAFETY FEATURES
COMFORT FEATURES



BETTER ENGINEERED BETTER MADE

Far finer performance than motor cars have ever offered before... yet far simpler and with easier operation... that is the brilliant achievement of Chrysler Corporation engineers in the new 1939 cars.

Two great engines, with substantially increased horsepower in both Royal and Imperial.

A transmission that actually seems to think for you!

A steering wheel gearshift that operates with one finger, yet is more simple and positive!

The equivalent of five forward speeds... yet easier to select than the conventional three!

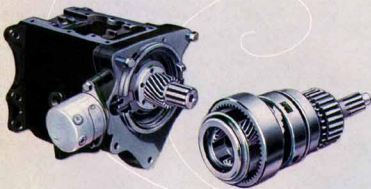
A Cruise-and-Climb Transmission that saves money in town and country... yet changes automatically on demand to climbing range when extra power is needed!

These are some of the startling advancements in the more beautiful, more powerful, more economical new Chryslers. They're better to ride in and to drive... because they're better engineered... better made!

* * *

THE MODERN WAY TO DRIVE...

THE CHRYSLER CRUISE AND CLIMB TRANSMISSION



The Cruise-and-Climb Transmission, which may be had as special equipment on both the Royal and Imperial, operates on a law of physics as old as the universe. It takes advantage of the inertia that enables a moving body to continue an attained speed with less power than was needed to reach that speed.

For the moment, imagine yourself on an open, level highway driving at a speed of 60 miles per hour. Because of the law stated above, your engine is turning over at a faster rate and developing more power than is needed to sustain that speed—once you have attained it.

Now suppose that, by some strange magic, the gear ratio between your engine and rear axle were suddenly stopped up, so that your car could continue at its 60-mile-per-hour pace, while your engine revolutions decreased one-third—or to a point that normally would drive your car about 40 miles per hour.

Chrysler Corporation engineers sought and found a way to accomplish this seeming miracle, and the result of their inventive genius is embodied in today's Chrysler as the Cruise-and-Climb Transmission.

It comes into operation whenever you want it at any car speed above 23 miles per hour, simply by lifting your foot momentarily from the accelerator pedal. And you can return to the conventional lower gear ratio whenever you need increased power or torque for fast acceleration or hill climbing, merely by pressing your accelerator to the floor board.

The practical advantages of the Cruise-and-Climb Transmission are obvious, and they are present over a wide range of speed—from the modest pace required for city driving to the highest speed that may be attained on the open road.

If your engine turns over one-third fewer revolutions per mile, naturally it follows that your cylinders are filled with gas one-third fewer times. That means an appreciable saving in gasoline consumption. To put it another way, your Chrysler with Cruise-and-Climb Transmission will take you from Detroit to Chicago on the same number of engine revolutions that the ordinary car of the same horsepower would require to travel from Detroit to South Bend.

Assume now that the Cruise-and-Climb Transmission will average a saving of approximately 1000 engine revolutions per mile. That adds up to ten million revolutions in an average year's driving. Think what that means in terms of reduced wear on every moving part of your engine, and you will begin to appreciate why the Cruise-and-Climb Transmission will more than pay for itself in reduced gasoline expense and decreased engine wear in the first year's operation.

When desired, the Cruise-and-Climb Transmission may be locked out of operation simply by pulling out a control button on the instrument panel.

ECONOMY
AT ALL SPEEDS

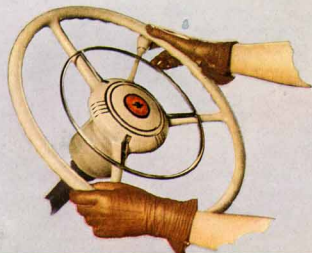
THE CHRYSLER STEERING WHEEL GEAR SHIFT...

No single motor car improvement in recent years has met with such universal acceptance as the new Chrysler Steering Wheel Gear Shift. At last, the comfort of a third passenger in the front seat has been given respect and consideration. No longer need he straddle a wobbly gear shift lever—never again need he squeeze over against the right side passenger to give the driver elbow room for shifting.

When you shift gears on the new Chrysler, your right hand moves three inches from its position on the wheel, because the gear shift lever is mounted on the steering column.

The short lever itself protrudes from a neat housing, and the linkage which connects with the transmission case is concealed within the steering column.

Experienced drivers will have nothing to unlearn when they use this new control, as the motions necessary to change gears are almost identical to the H-type used in the floor type of control.



MECHANICAL FEATURES

SAFETY FEATURES

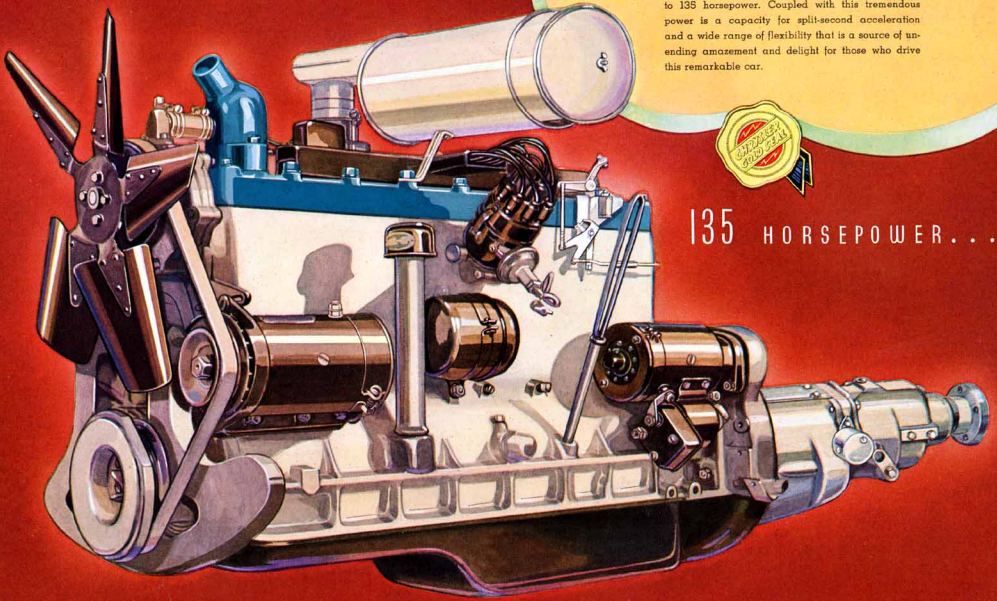
COMFORT FEATURES

A NEW MEASURE OF PERFORMANCE

This great new Chrysler Imperial engine develops up to 135 horsepower. Coupled with this tremendous power is a capacity for split-second acceleration and a wide range of flexibility that is a source of unending amusement and delight for those who drive this remarkable car.



135 HORSEPOWER...

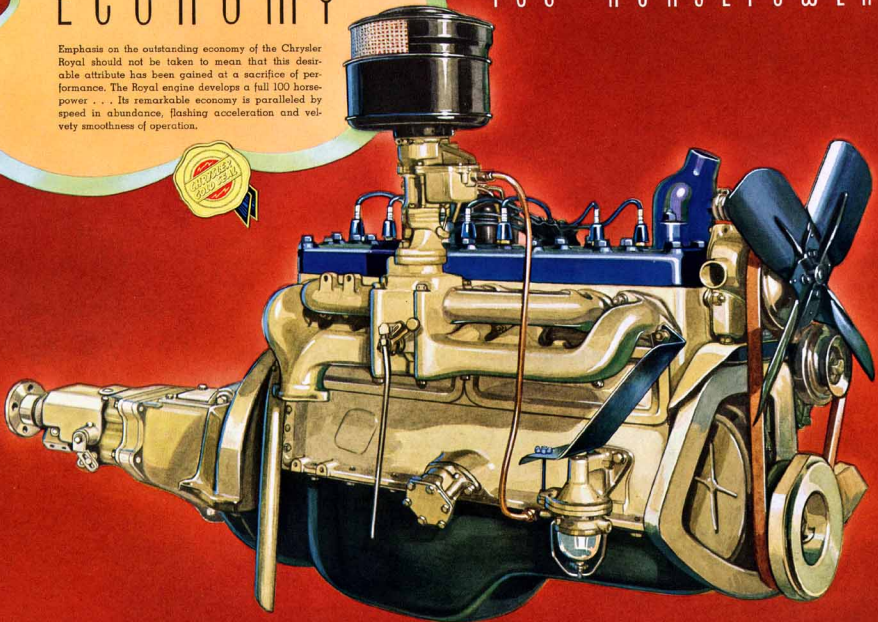


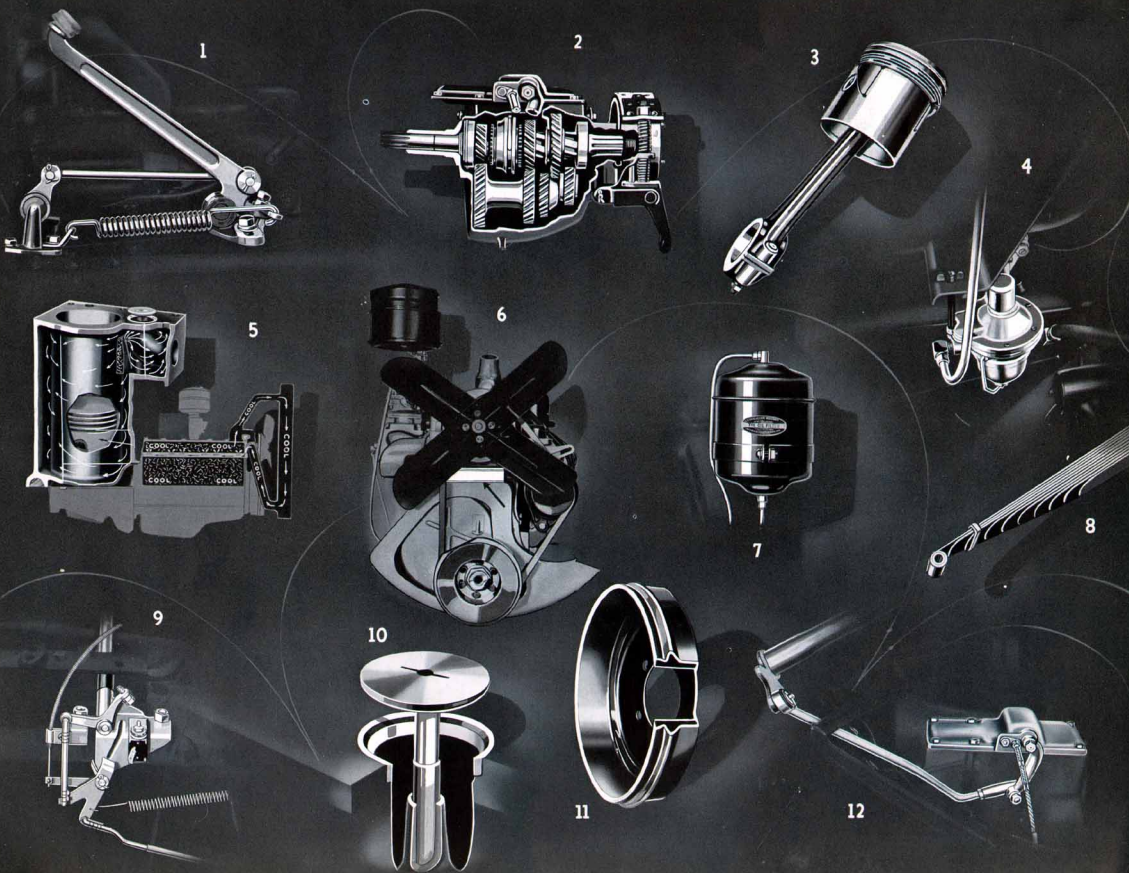
A new measure of ECONOMY

Emphasis on the outstanding economy of the Chrysler Royal should not be taken to mean that this desirable attribute has been gained at a sacrifice of performance. The Royal engine develops a full 100 horsepower. . . Its remarkable economy is paralleled by speed in abundance, flashing acceleration and velvety smoothness of operation.



100 HORSEPOWER



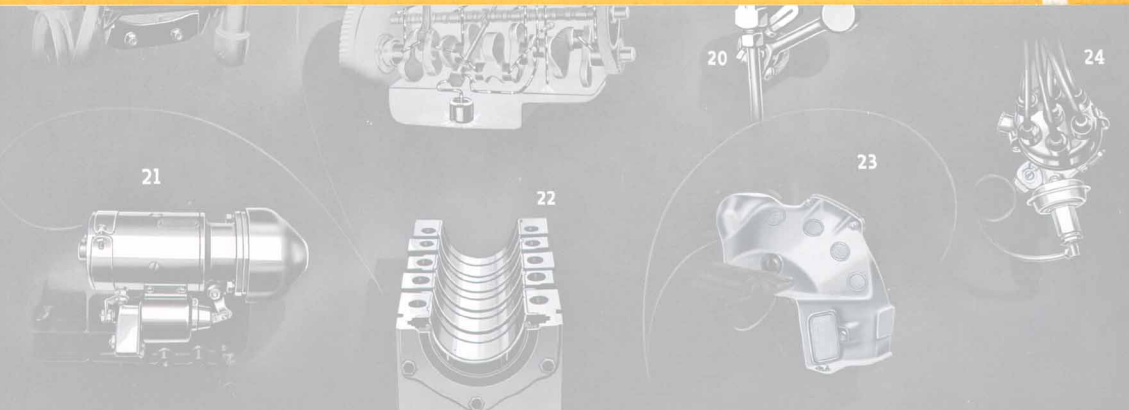


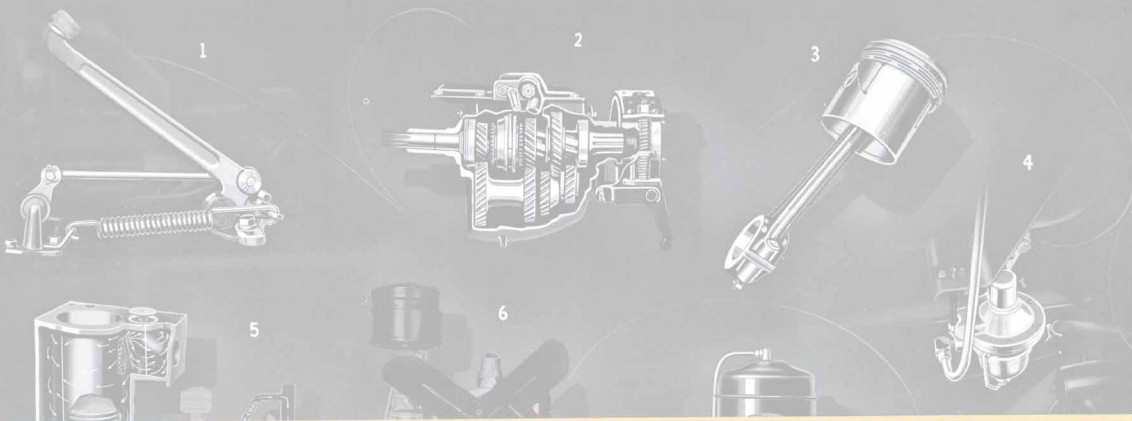
Engineering Features OF AMERICA'S MOST MODERN MOTOR CARS

- 1 OVER-CENTER CLUTCH SPRING . . . an assister spring is fitted on the clutch release pedal in such a way that it helps to lighten the foot pressure necessary to depress the clutch . . . a feature much appreciated by women.
- 2 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.
- 3 ALUMINUM ALLOY PISTONS . . . have sapphire-hard surfaces which make them practically immune to wear. Four rings provide effective oil and compression seal.
- 4 FUEL PUMP . . . new inverted type . . . provides positive, uniform fuel supply under all conditions of angle or altitude.

- 5 FULL-LENGTH WATER JACKETS . . . effectively cool and dissipate the heat of the cylinders in the great new 1939 Chrysler Engines for their entire length and help maintain an efficient, economical long-lived engine.
- 6 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 proper balance so that all power tremor is absorbed.
- 7 OIL FILTER . . . provides clean oil by constantly filtering the oil in circulation throughout the engine. This results in more efficient engine performance and longer life to both the engine oil and moving parts.
- 8 NEW TAPERED MULTI-LEAVED 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 thinness that produces a soft, fatiguesless ride.

- 9 SWITCH MECHANISM . . . connected to foot throttle, which makes and breaks electrical connection to solenoid controlling driving lug which returns transmission to climbing range.
- 10 VALVE SEAT INSERTS . . . exhaust valve seats on the new 1939 Chrysler have inserts of special alloy steel which, because of their heat-resisting qualities, seldom if ever need attention under 30,000 miles of driving.
- 11 CENTRIFUSE 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 LINKAGE . . . a view of the simple and positive linkage, which connects the steering wheel gearshift lever with the transmission case.





CHRYSLER ENGINEERING FEATURES

13 **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.

14 **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.

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

16 **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. The pinion is larger, providing greater strength.

17 **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.

18 **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.

19 **CRANKSHAFT** . . . the new Chrysler crankshafts are fully balanced with integral counterweights and have extra large main bearings. All shafts are properly balanced both statically and dynamically, for smoother operation.

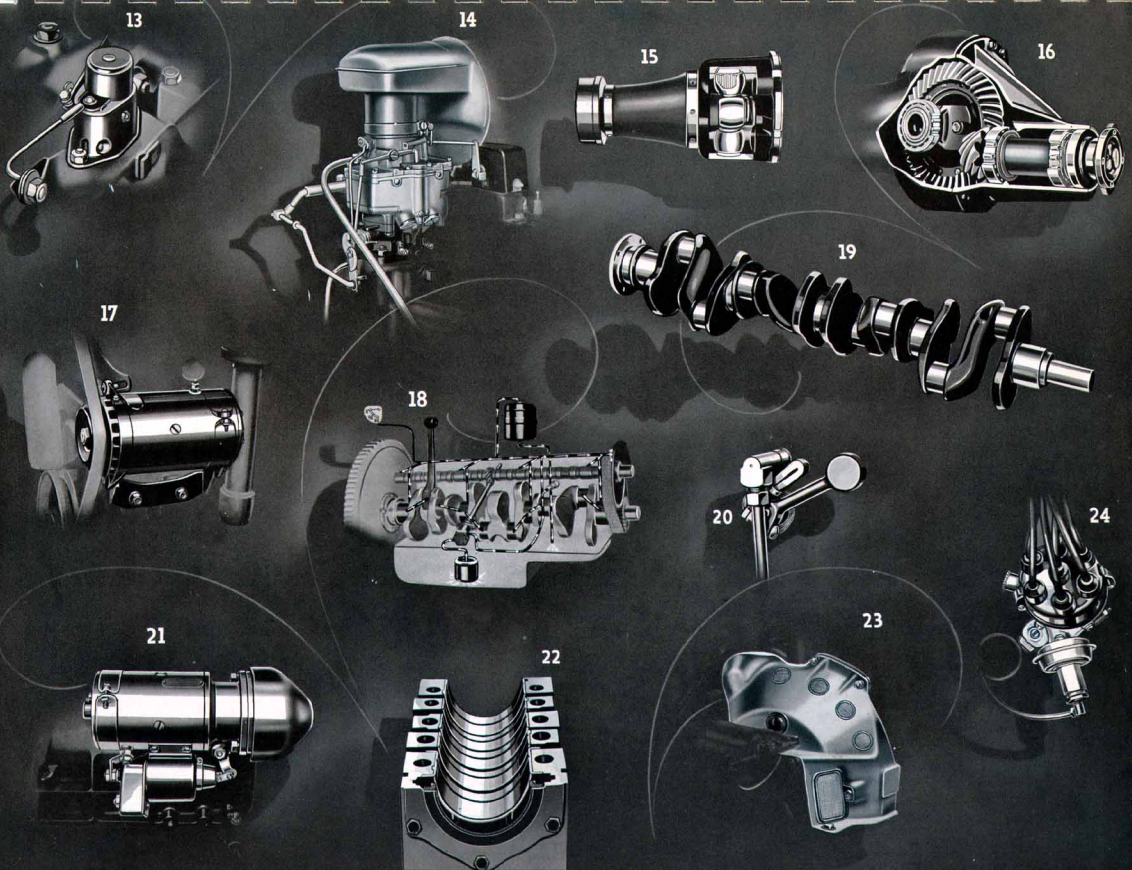
20 **MANIFOLD HEAT CONTROL** . . . when the engine is cold this automatic control aids in vaporizing gas mixture before it enters cylinders during the warming-up period.

21 **STARTING MOTOR** . . . by means of a solenoid switch energized by a push button on the dash, the starting pinion engages with the ring gear before current is applied to the starting motor. Starter gears cannot stick or chip.

22 **CRANKSHAFT PRECISION BEARINGS** . . . new, improved, steel-backed, babbit-lined bearings, with an exceptionally large bearing area, provide a perfect seal for the heavy counterweighted crankshaft to turn in.

23 **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.

24 **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.





Dual electric windshield wipers move always at constant speed through wide arcs.



Straight-line stops are insured by equal pressure hydraulic brakes.

S A F E T Y

This sturdy steel frame with X-type bracing provides a rigid mounting for the body.

The new safety speedometer signals car speed day or night.



A NEW MEASURE OF

Safety

Whenever any refinement or improvement is incorporated in the design of Chrysler cars, the final test of fitness is the question—"Will it contribute to the safety and security of the driver and his passengers?"

For many years Chrysler Corporation engineers have laid the greatest emphasis on the safety factor in design and construction. Their contributions to the essentials of safe motoring have been many and varied. Chrysler pioneered equal pressure, four-wheel, hydraulic brakes and the all-steel safety body.

Chrysler cars for 1939 have a new V-type windshield, 4 inches wider and one and one-quarter inches higher, to give the driver the greatest amount of clear vision ahead in all directions. Of course, the windshield and all windows are fitted with safety glass.

A new feature this year which has a definite safety value is found in con-

venient push button door locks installed at the corner of the garnish moldings. When the button is pushed down, doors cannot be opened from inside or outside. And door latches are of a new rotary type which insure firm latching of doors no matter how gently they may be closed. Both these features are doubly appreciated when small children are riding in the car.

The Chrysler instrument panel makes a most important contribution to safe driving. It is mounted well above knee height, and every instrument and control is mounted flush with the surface—no protruding knobs or buttons to cause injury to front seat passengers who might be thrown against them. Prominent plastic surgeons say that this is one of the most worth-while safety features ever built into any car.

A very novel and useful safety aid is found in a new type of speedometer which displays lights of different colors to indicate certain ranges of car





Dual electric windshield wipers moist always at constant speed through wide arcs.



Straight-line trips are favored by equal pressure hydraulic brakes.

A NEW MEASURE OF SAFETY

speed. The light shows green up to 30 miles per hour, changes to amber from 30 to 50 and shows a warning in red as soon as one passes the 50-mile mark.

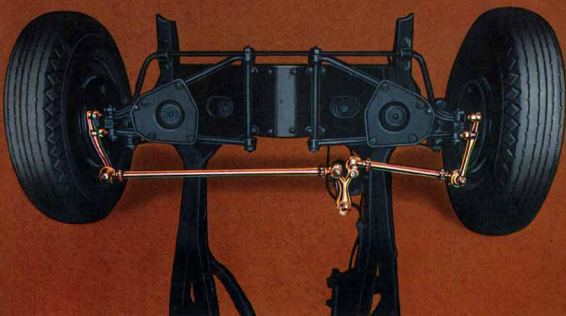
Headlamps are designed to project ample illumination over a wide range of vision and a beam indicator light is mounted in the headlamp switch. Dual windshield wipers are electrically driven at a constant speed, and travel in a wide arc that clears nearly the entire windshield area. Defroster vents are provided for winter driving conditions.

On the Chrysler Imperial, shockproof steering has been further improved by the use of rubber bushings which

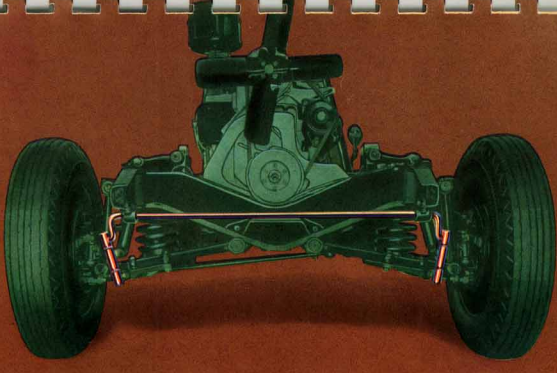
act as insulation at the junction of the Pitman arm and steering tie rod.

Among the host of other safety features to be found in the 1939 Chrysler are the adjustable driver's seat which rises slightly as it is moved forward, thus giving better vision to persons of short stature . . . strong bumper mountings with sturdy grille bars at the front . . . and running boards wide enough to offer a firm footing.

Your Chrysler is as safe as skilled engineers and production men can make it . . . it will remain so if you do your part to keep it in good mechanical condition . . . and, when you drive, think of the rights of others.



Individual steering tie rods give a stronger control of steering.

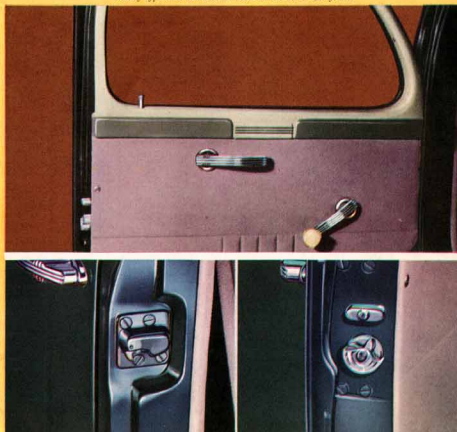
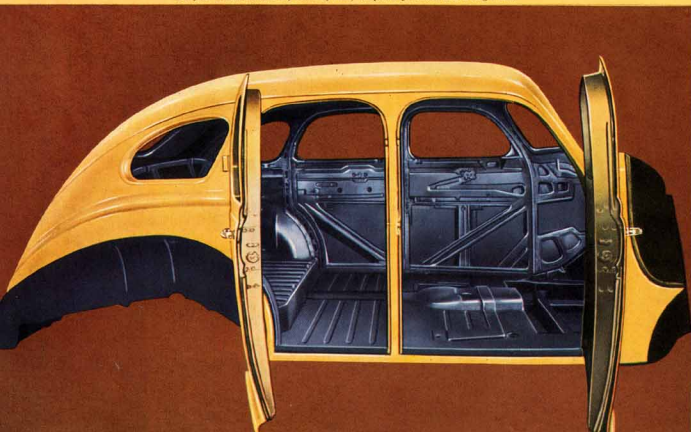


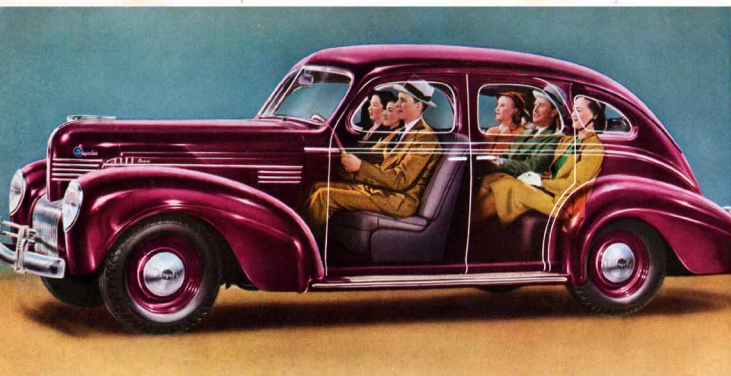
An ingenious sway eliminator affords greater stability on turns.

S A F E T Y

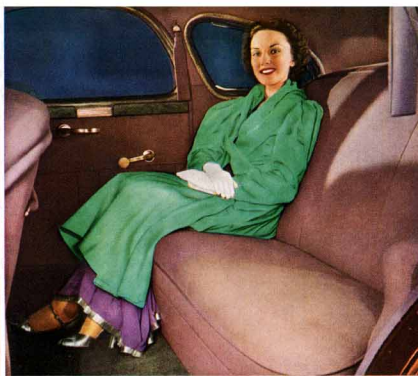
Chrysler bodies are like a fortress of steel, inseparably welded into a single unit.

Rotary type door latches are used on the 1939 Chrysler.





In the new Chryslers, the rear seat is placed forward of the axle, so that passengers ride in cradled comfort.



Deep, yielding cushions and seat backs conform to the contours of the body.

C O M F O R T

Chair-height seats, long a Chrysler feature, provide the same restful comfort as your favorite easy chair at home.



The front seat is easily adjustable to suit drivers of any stature.



A NEW MEASURE OF

Comfort

Comfort in a motor car is something that should be judged quite apart from a good first impression. When one steps from an old car into a new one, it is very likely to seem more comfortable—but it takes a few weeks of use to establish whether a car really has all the essentials of comfort that one may want. Comfort, after all, is the combination of a number of elements—springs, the depth and type of cushions, shock absorbers, distribution of weight, tires, the convenience and utility of controls and appointments, elbow room, leg room, head room and even the texture of the upholstery fabric itself. A car that offers only a compromise on any of these essentials may seem comfortable to start with, but its shortcomings will soon become noticeable and annoying.

You will suffer no disappointment on the score of comfort

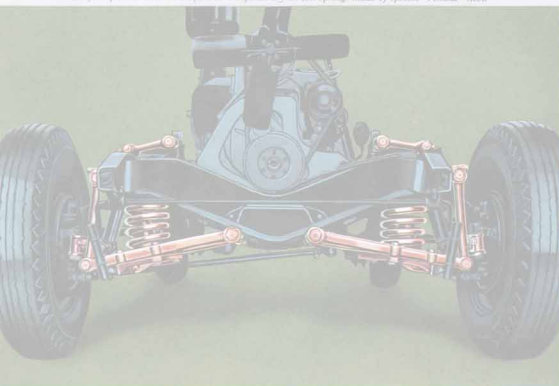
when you choose a new Chrysler Royal or Imperial—for these cars have real and lasting comfort features in abundance.

First, you will experience the famous Chrysler floating ride brought about largely by the scientific distribution of weight which results in cradling the passengers between the axles. The next important contributing factor is springs, and here Chrysler design and construction are supreme. Front wheels are mounted independently on soft coil springs, and the rear axle rides under long, flexible, semi-elliptic springs with tapered leaves fashioned of special Amola steel—an alloy perfectly suited for this purpose.

Both front and rear springs are carefully designed and calibrated to oscillate in unison at a rate closely equivalent to



Chrysler front wheels are suspended independently on coil springs made of special "Amola" steel.



A spacious luggage locker is fitted with an anti-theft lock.





In the new Chrysler, the rear seat is placed forward of the axle, so that passengers ride in cradled comfort.



Deep, yielding cushions and seat backs conform to the contours of the body.

A NEW MEASURE OF COMFORT



the human walk. And all four springs are individually controlled by aero-type, double-acting shock absorbers, similar in principle to those used on transport planes.

Ventilation and insulation, both, are essential to comfort. Chrysler's all-weather ventilation is controlled by adjustable wings on front and rear quarter windows. They open at a touch and are held firmly in any position you want. The cowl ventilator is fitted with a rain trap and may be left open without any fear of water or snow entering the car. Body mountings are of the outrigger type, fitted with rubber bushings which prevent metal-to-metal contact between frame and body.

Extra quantities of insulating materials and thick padding are used throughout the body to deaden noise and vibration and keep out heat and cold.

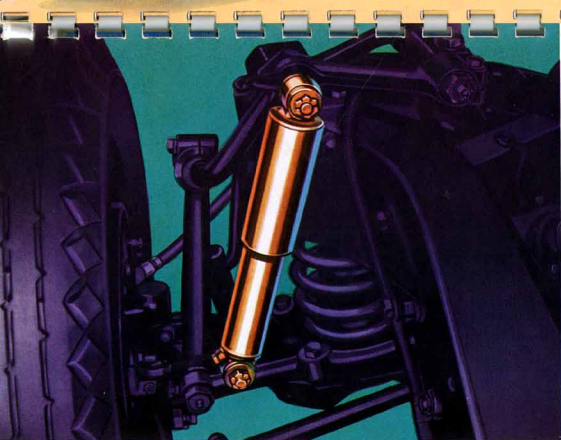
The cushions which form Chrysler's chair-height seats are fashioned over luxury-type springs . . . each coil nested in an

individual cloth sleeve to hold it firmly in position. Arm rests are made of moulded rubber so that their shape and resiliency are retained for the life of the car.

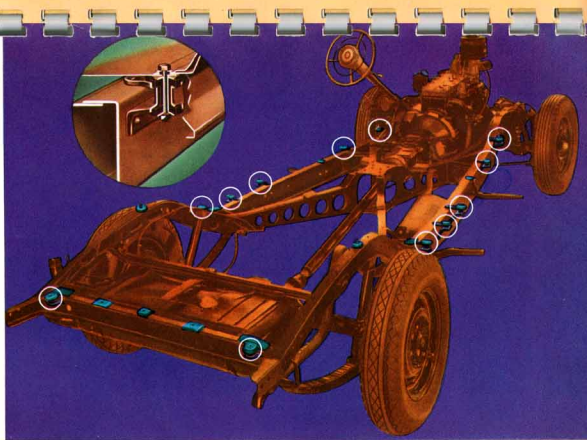
The driver's seat is adjustable fore and aft over an ample range, and the locking latch lever is conveniently placed at the left end of the seat cushion.

Nothing is so ruinous to comfort as luggage in the passenger compartment, but there never is any need for that in a Chrysler —because the luggage compartment at the rear simply gobbles up an almost unbelievable number of bags and suitcases, where they are protected by a strong, anti-theft lock.

Literally, there are "a hundred and one" clever devices and appointments throughout the new Chrysler for your comfort and convenience. The list is far too long to enumerate here, but you will spot them instantly the first time you drive or ride in the new Chrysler Royal or Imperial.



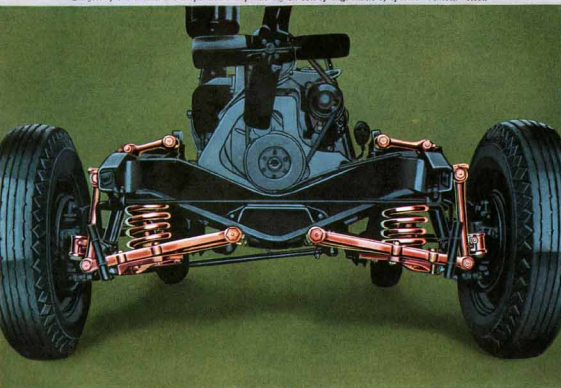
Four double-acting hydraulic shock absorbers gently cushion road shocks.



Chrysler bodies are mounted on rubber-insulated outriggers preventing metal-to-metal contact between body and frame.

C O M F O R T

Chrysler front wheels are suspended independently on coil springs made of special "Amola" steel.



A spacious luggage locker is fitted with an anti-theft lock.





Nation Wide SERVICE

The Chrysler Owner's Service Policy is a broad and liberal interpretation of our responsibilities and obligations to those who buy Chrysler cars.

The certificate which is handed to every Chrysler purchaser by the dealer states this policy in clear, unequivocal terms and provides coupons detailing the items of inspection and adjustment which are performed gratis by the dealer from whom the car is purchased at 1000 and 2000 miles.

In addition, every owner is furnished with an identification card which qualifies him to receive prompt and efficient service from all authorized Chrysler dealers.

More than 4000 Chrysler dealers throughout the United States and Canada are prepared to render expert service to Chrysler owners. Whenever you see an Approved Chrysler Service sign, you also will find a stock of genuine Chrysler parts, special inspection and tool equipment, trained Chrysler mechanics and a disposition to serve you promptly, courteously and efficiently.

Chrysler

APPROVED ACCESSORIES

The wide variety of accessories offered by Chrysler dealers are designed and built specifically for Chrysler cars. Each is thoroughly tested under actual driving conditions before it is approved for use by Chrysler owners. Each carries the unqualified approval of men who know Chrysler cars best—the engineers who designed them.

Consult your Chrysler dealer first when you plan to purchase a radio, heater, clock, spot light, fog light, seat cushions, defroster, radiator grille cover, wheel discs or trim rings—to mention only a few of the many approved accessory items that are available. Not only will you receive merchandise of high quality, but it will be installed and regulated by mechanics who follow factory practice in their work.

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Chrysler

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ROYAL

MODEL	DEL. PRICE



IMPERIAL

MODEL	DEL. PRICE

CHRYSLER

FOR 1939

