



THE BEAUTIFUL

Chrysler

FOR 1940 BE MODERN...BUY CHRYSLER



Impressment Coupe • 8-Door Sedan • 6-Door Sedan
Victoria Sedan • 4-Door Sedan • 2-Door Sedan

The NEW YORKER

"Gleaminess" is the word for this beautiful Chrysler New Yorker Convertible Coupe—one of five body styles available. All are trimmed in two tones of upholstery material, using contrasting shades of blue, green, maroon or brown. The New Yorker is styled with emphasis on luxury and the stress on convenience and comfort.



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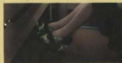
The TRAVELER

This Traveler Victoria Sedan appeals particularly to those who prefer a two-door type, not only for practical considerations, but because they like the smart body lines, and greater glass area in the doors and rear quarter windows. There is ample room for six adult passengers to ride in complete comfort, even on long, cross-country trips.

Interior view of the
New York Victoria Sedan,
whose luxury and op-
timum luxury make you to
select and ride in a cabaret.



The glove box opens at the touch of a button, and provides a surprising amount of storage space.



Footrests are increased into the back of the front seat to give additional leg room.



A large package shelf is provided at convenient height behind the rear seat.



The wider front seat and steering wheel gear-shift insure money comfort for three passengers.

BEAUTY

inspire delight and admiration . . . an automobile of matchless and compelling beauty. Every line and contour not only contributes its full share to the charm and grace of the entire car, but these same attributes of beauty also provide sound functional advantages that make for increased strength and more effective streamlining.

A glamorous vision for all who see it . . . a pulse-quickening thrill for those who want the utmost in beauty for personal transportation . . . that, in essence, is the Beautiful Chrysler for 1940. Here, indeed is a car to



Front end design on the Beautiful New Chrysler leaves a lasting impression of massive and graceful proportions . . . it is modern and smart . . . an ensemble that commands immediate attention and admiration.



The graceful descending body line blends perfectly with the shape of the fenders. Note the curved glass rear window . . . the absence of a center dividing strip that might interfere with vision.

SAFETY

Today's beautiful Chrysler retains these features, and offers a host of others that combine to give it the highest factor of safety that skilled engineering and modern production facilities can impart to any motor car.

Important safety features, now common throughout the industry, were pioneered by Chrysler many years ago. Chief among these are the safety steel body, equal pressure hydraulic brakes and flush-surface instrument

Quick, safe, straight-line stops are assured by equal pressure, hydraulic brakes—a feature pioneered by Chrysler, and refined and improved over a period of fifteen years.

Chrysler bodies are like a fortress of steel—steel welded to steel in one inseparable unit of great strength and durability—a guarantee of safety in every emergency and almost imperishable in normal use.



Custom built to satisfy the very discriminating requirements of those to whom cost is not important, Chrysler presents the Crown Imperial 8-passenger Sedan—a car of impeccable appointments, designed for the utmost in comfort and luxury, as well as in performance, safety and distinctive styling.

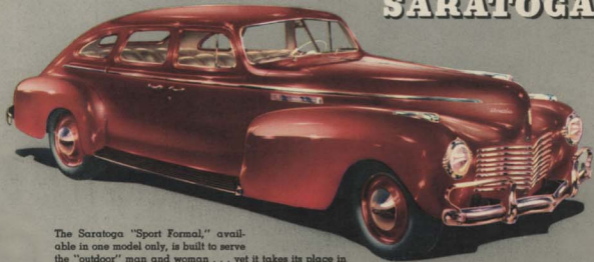
The
**CROWN
IMPERIAL**



The Crown-Imperial engine has a standard compression ratio of 8.51 to 1 and develops 137 B. H. P. at 3400 R.P.M. A special head is available at extra cost giving a compression ratio of 7.48 to 1 and 143 B. H. P.

8-passenger Sedan • 8-passenger Sedan-Limousine.

The
SARATOGA



The Saratoga "Sport Formal," available in one model only, is built to serve the "outdoor" man and woman . . . yet it takes its place in the parking line at important social functions, in perfect good taste. A plastic glass partition may be raised to separate the driving and passenger compartments.

In the Windsor line, upholstery options, identical with those used for the New Yorker, are offered. These are available not only in the six-passenger Sedan illustrated, but in the six other body types listed below. The Cruise and Climb transmission may be obtained on the Windsor at additional cost.

The
WINDSOR



3-passenger Coupe • 6-passenger Coupe • 5-passenger Convertible Coupe • 6-passenger Victoria Sedan • 6-passenger Sedan • 3-passenger Sedan-Limousine.

The
ROYAL



The Beautiful Chrysler Royal is available in six popular body types, and with each, two upholstery options are offered—a smart pattern cloth and a new mohair. The Coupe illustrated may be obtained in 3-passenger or 6-passenger capacity, the latter having two folding, auxiliary seats.

6-passenger Victoria Sedan • 6-passenger Sedan • 6-passenger Sedan • 6-passenger Sedan-Limousine.

ENGINEERED FOR A NEW HIGH IN **ECONOMY**

Chrysler engineers are committed to the policy of providing balanced performance, and that involves an unceasing effort to create an acceptable compromise between what owners expect their cars to do, and the amount of fuel necessary to accomplish it. Economy of fuel and oil always has been an outstanding feature of Chrysler cars, and for 1940 this traditional characteristic will be more than ever a source of real pride and satisfaction to owners.

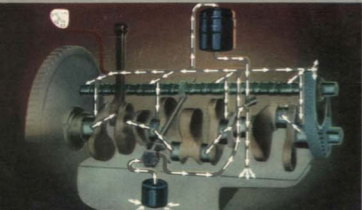


New type, stanodized pistons and rings are coated with pure tin—a process that more effectively maintains compression and oil control.



Vacuum control automatically advances and retards the spark to give maximum efficiency and economy under all driving conditions.

Chrysler High-Torque engines have full pressure lubrication. The cylinder block and crankshaft have drilled passages to carry oil under pressure to all vital moving parts.



Exhaust valve seat inserts of hard, heat-resisting metal eliminate the necessity of frequent valve grinding.

