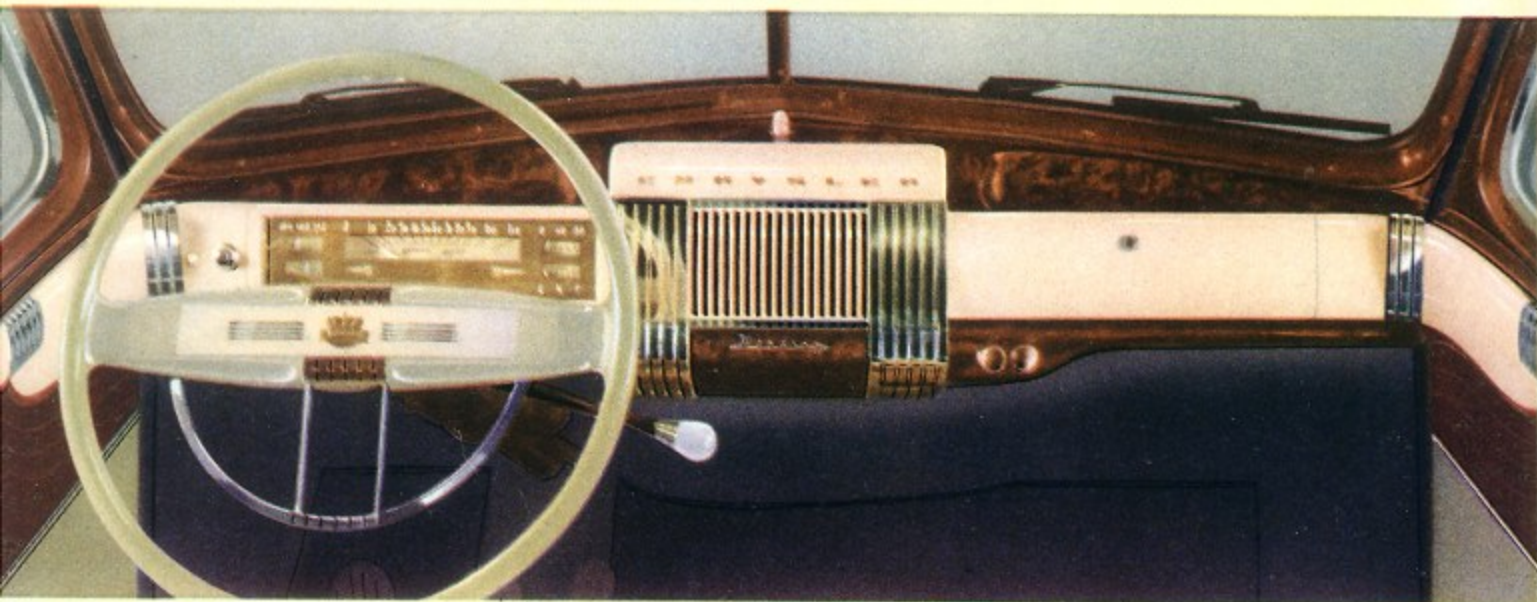


CHRYSLER



Tailored to Taste!



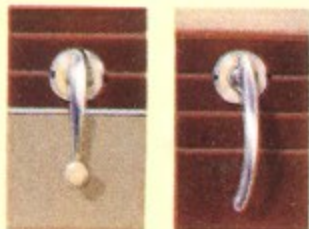
NEVER BEFORE, except at a custom coach-builder's, have you had such an opportunity to select a car to suit *your* taste . . . *your* preferences . . . *your* individuality!

New Airflow bodies! The famous Airflow principle of design—spacious, low-swung—was pioneered by Chrysler. It is now brought to its most beautiful expression in the 1941 Chryslers.

The new Airflow bodies are space-flared bodies . . . longer . . . lower . . . with amazing roominess.



Detail, showing how the plastic door moulding forms a continuation of the instrument panel.



New hardware, inside and out, with chrome mouldings and chrome beads around all windows.

You sit low and secure, on five-foot cushions, with liberal headroom, shoulder room, leg room.

Gorgeous upholstery fabrics, in many weaves and in colors to harmonize with the exteriors. Several rich two-tone combinations!

A handsome new instrument panel which completes the color scheme . . . with a revolutionary handling of colored plastic paneling to match your upholstery. The same plastic is used for the garnish moulding on all doors and rear quarters . . . wherever plastic appears in the car.

Great new windshield, with 676 square inches of glass area! New, full-view steering wheel, with horn ring and center medallion! Beautiful new hardware!

Wherever you look, new style, new beauty, new color harmonies in endless variety. You'll find it simple to choose the Chrysler that's tailored to *your* taste.

B E M O D E R N . . .



The big, roomy Sedan seats 6 persons on its great five-foot cushions.



The Club Coupe features four-foot doors, adjustable quarter windows, full size rear seat and liberal knee room.



The dashing Coupe for three also has four-foot doors and a perfectly enormous luggage locker.

THE BEAUTIFUL CHRYSLER *Tailored to Taste!*



IT'S A REAL adventure in luxury to choose your 1941 Chrysler! Fine broadcloths, pile fabrics, Bedford cords, novelty weaves, leathers! Gay colors, quiet colors, two-tone effects, striking new combinations!

You'll find them all in the beautiful Chryslers this season . . . together with tailoring and finish of the highest order!

The space-flared bodies are wider and lower, with extra shoulder and leg room in both compartments. Lower center of gravity adds to riding ease. Deep, soft seats, with five-foot cushions of resilient Airfoam. Genuine button-tufted upholstery. Recessed arm rest for extra elbow room.

There's extra slope to the bigger windshield . . . a new curved rear window with more glass area. You'll be delighted with the unbroken vision on all sides.

The new instrument panel is a beauty. Instruments have been regrouped and are all fully visible through the new full-view steering wheel.

A finger-touch release lever operates a new ball-bearing front seat adjustment. The front hood is protected against pilfering by a lock operated from the driver's seat. Doors have new door checks, with hold-open device.

Big luggage compartment, with more easily opened lid that stays open without props. Very accessible. Illuminated at night.

Countless improvements such as these illustrate how surpassing beauty and comfort have been added to the matchless performance of these new Chryslers, to make them the outstanding cars of 1941. You get the good things first from Chrysler.





The Victoria Sedan, popular family car—two doors—ventilating windows—easy access to rear compartment.



A handsome Town Sedan of unusual roominess. Extra wide doors, all with ventilating wings in windows.



The smart Convertible Coupe, with full rear seat of the club type, automatic top, fully adjustable rear quarter windows, no "blind spot."



*Fluid
Drive..*

WITH VACAMATIC TRANSMISSION !

TOUCH THE THROTTLE . . . touch the brake . . . steer . . . that's about all there is to driving a Chrysler with Fluid Drive and Vacamatic Transmission.

Available on all Chrysler models . . . optional on some . . . this great combination suits the gear ratios to all normal driving conditions . . . yet automatically protects you in traffic, on hills, slippery roads, every other driving situation. It always does what you want it to do . . . never does what you don't want it to do.



Fluid Drive is now in its third successful season . . . proved by millions of miles of driving, by thousands of enthusiastic owners.

Smooth as oil . . . because it drives through oil . . . not through rigid metal connections. That's why it's so silent, so utterly free from jerks and grabs.

Imagine the thrill of driving this smoothest of all motor car drives, powered by Chrysler Spitfire Engines with increased horsepower! Engines with all of Chrysler's great engineering features, such as Superfinished Parts, Floating Power, tin-coated pistons!

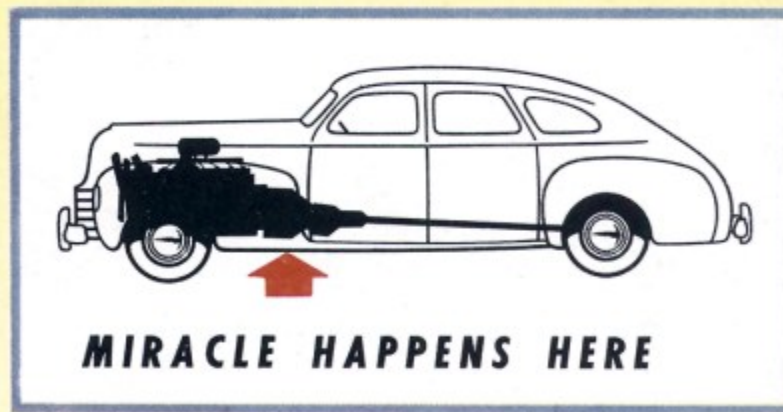
Imagine the comfort of these new Chryslers,



with lower center of gravity . . . with Chrysler's scientific weight distribution . . . Aero-type shock absorbers!

Try these great new Chryslers yourself.

They're the greatest Chryslers ever built . . . in performance . . . in beauty . . . in comfort . . . in simplicity and safety of control! They offer you advantages you can't get in any other cars! If you want the last word in motor car advancement . . . be modern . . . buy Chrysler!



BUY CHRYSLER !

YOU'LL BE HAPPIER WITH A

Chrysler

BE MODERN — BUY CHRYSLER

