

*the Beautiful Chrysler*

WITH HYDRAULICALLY OPERATED TRANSMISSION AND gýrol FLUID-DRIVE



# the Beautiful Chrysler

One of our owners recently said, "If a man, or a woman will drive a Chrysler with Fluid Drive for one thousand miles, in traffic and out on the open road, he or she will never be satisfied with anything *but* a Chrysler."

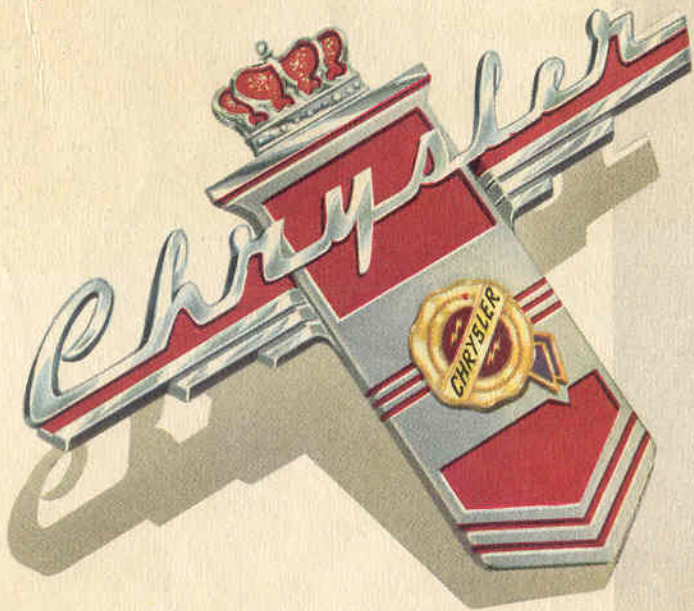
That statement is, to those of us who engineer, build, and sell Chrysler cars, a remark that warms the cockles of our hearts, and, from what Chrysler owners and Chrysler Dealers tell us, it is deeply gratifying to believe that it is not flattery—*but fact*.

Chrysler Owners know why Chrysler cars are so easy to drive—why they are so safe—so surefooted—such a pleasure to own. Likewise, Chrysler Owners know the fine engineering; the fine materials; and the quality craftsmanship which enabled Chrysler cars to weather the long hard years of the War, and come smiling through with such an incomparably brilliant record for performance, economy, and the ability to take the hard going in their stride.

Every day, you will see 1941 and 1942 Chryslers that have the style, and beauty, the get-up-and-go of any of the post-war cars today. Also, you will see much older Chryslers, dating way back; cars with literally hundreds of thousands of miles to their credit—one, of record, has gone more than one million miles, and is still in service!

You will also find, and probably you know, Chrysler Owners who have turned down new cars of other makes, preferring to keep their old car until they can get *another* Chrysler with glyrol Fluid Drive.

If you have never driven a Chrysler, we believe you will enjoy the experience. And we think it will take *much less* than a thousand miles to make you want to own a Chrysler!



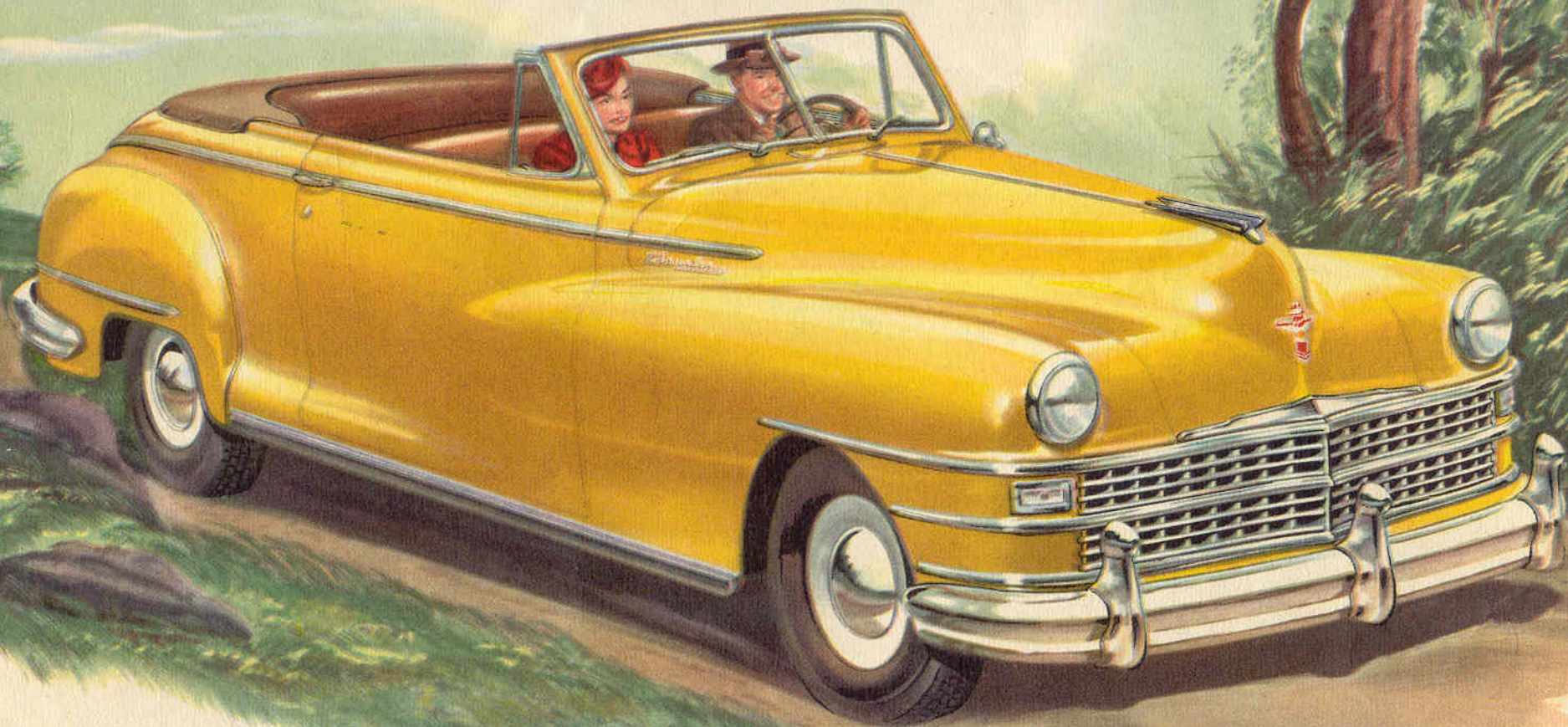




Quite naturally, the luxurious, tastefully-appointed interiors of Chrysler Cars hold a special appeal for the feminine motorist, but men, too, are appreciative of this rich beauty, which, to them, is a plus value, something extra that enhances the fine engineering and the fine performance of the Chrysler engine and chassis.

It is the combination of both types of appeal that makes the Chrysler car such a thrilling car to own and drive—such a sound investment in so many ways.



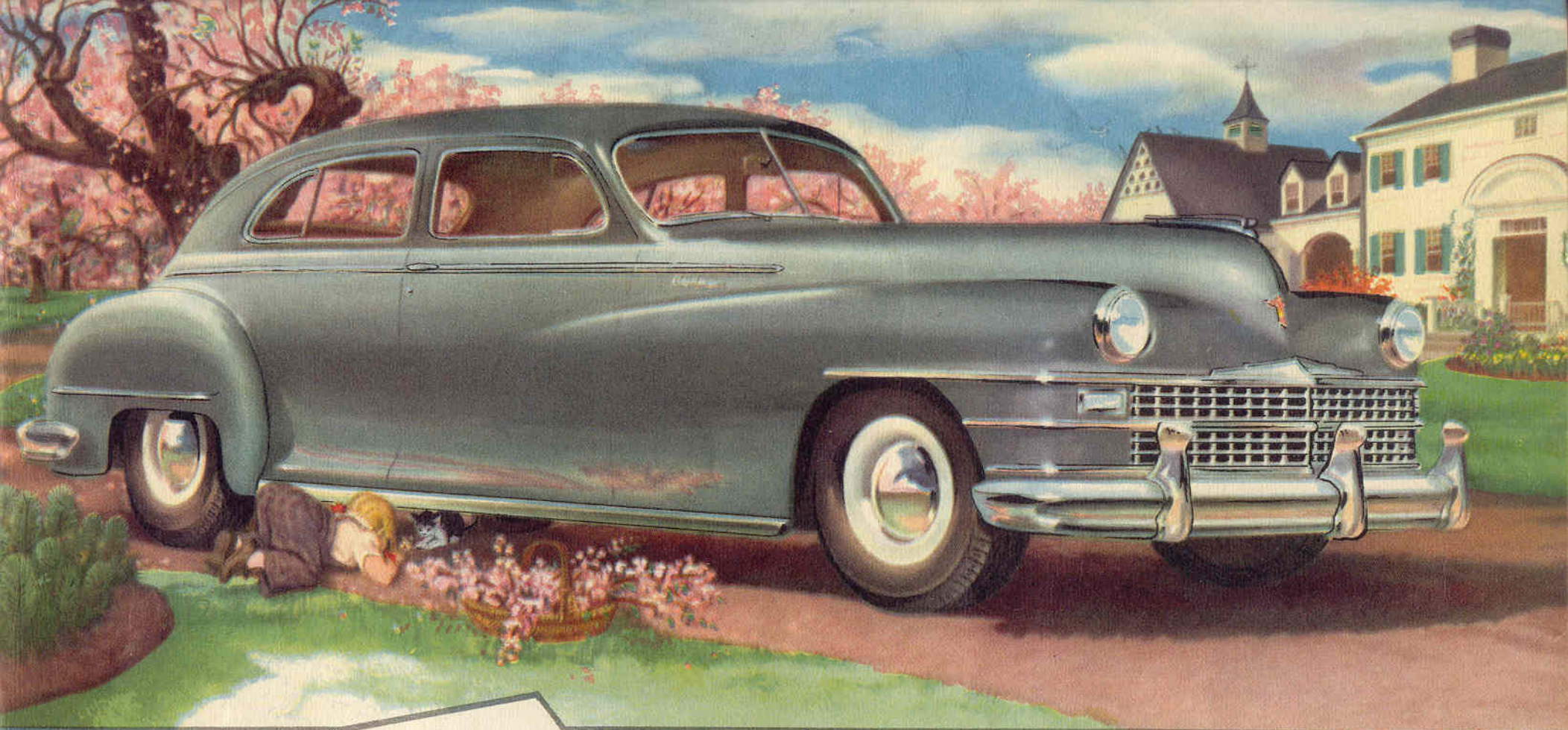


**THE**  
*Convertible Coupe*

Expect to be looked at—admired—and envied when you get behind the wheel of a beautiful Chrysler Convertible, because here is a car that youthful and mature motorists alike would like to own.

There is grace, beauty, and charm in its long, low, symmetrical lines. And under the hood is one of the fleetest and sweetest engines you ever drove—smooth as velvet—at a snail's pace or at the speed of the wind.

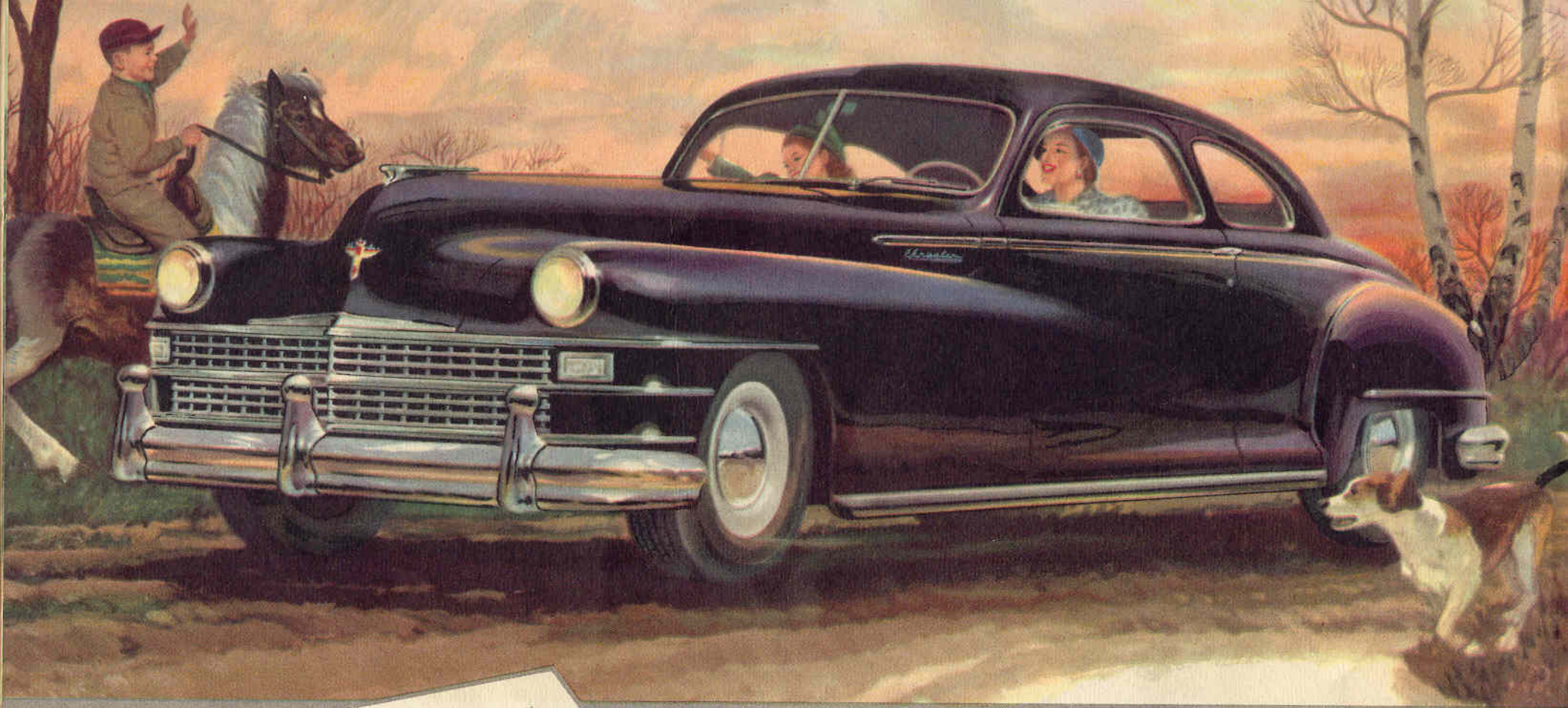




**THE**  
*Luxury Brougham*

Just as a matter of record—on what other car, at any price, will you find such engineering and design features as Gyrol Fluid Drive; Hydraulically-Operated Transmission; Full-Flow Oil Filter; Safety-Rim Wheels; Safeguard Hydraulic Brakes; Superfinished Parts; the beautiful, long-lived, lustrous Baked Enamel Finish; and many other features that deserve your inspection and consideration—if you are looking for something much more than mere transportation?



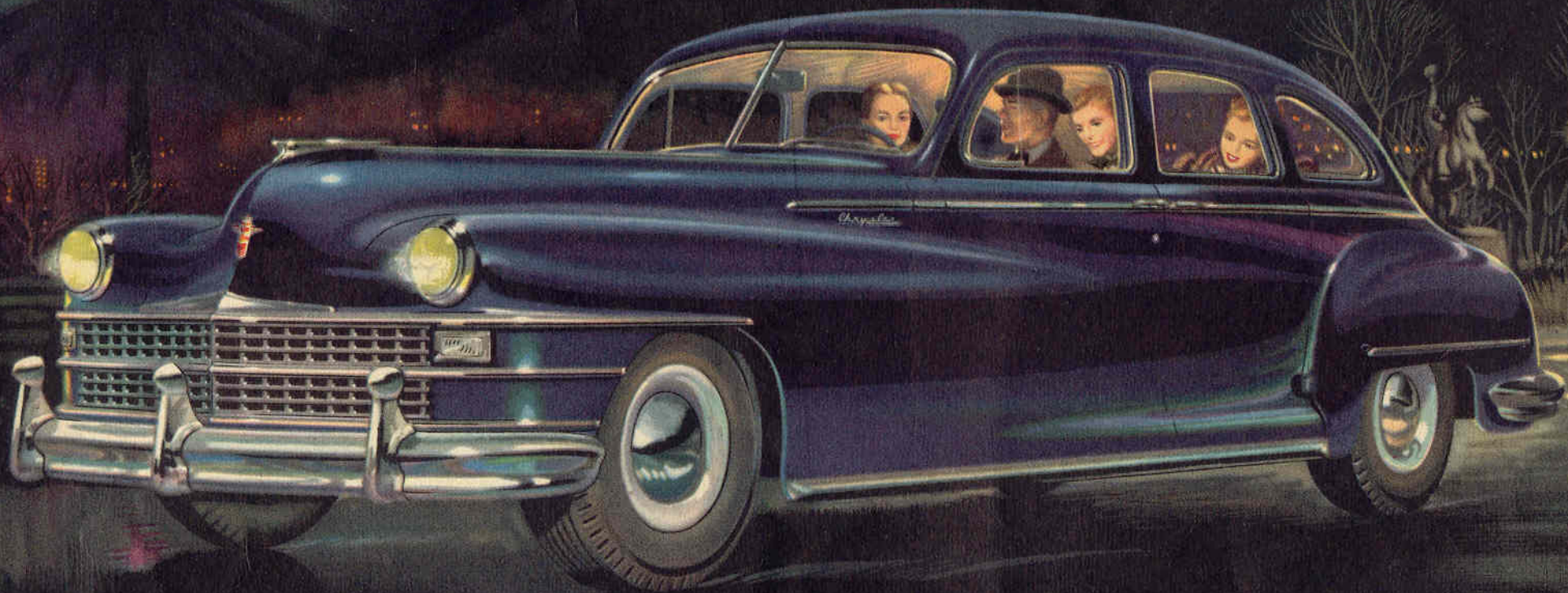


**THE**  
*Club Coupe*

Perhaps you, too, have noticed how many Chrysler cars you see with a woman at the wheel—serenely confident—justifiably proud—enjoying every minute of it.

Fluid Drive is one of the reasons for this feminine preference, because there is no chance of clashing gears—no annoyance of forever shifting gears in traffic—nothing to worry about. With Fluid Drive, you shift to High and drive all day long, if you choose, without ever touching the gear-shift lever, which is but one of the advantages of Chrysler *gýrol* Fluid Drive with Hydraulically-Operated Transmission.

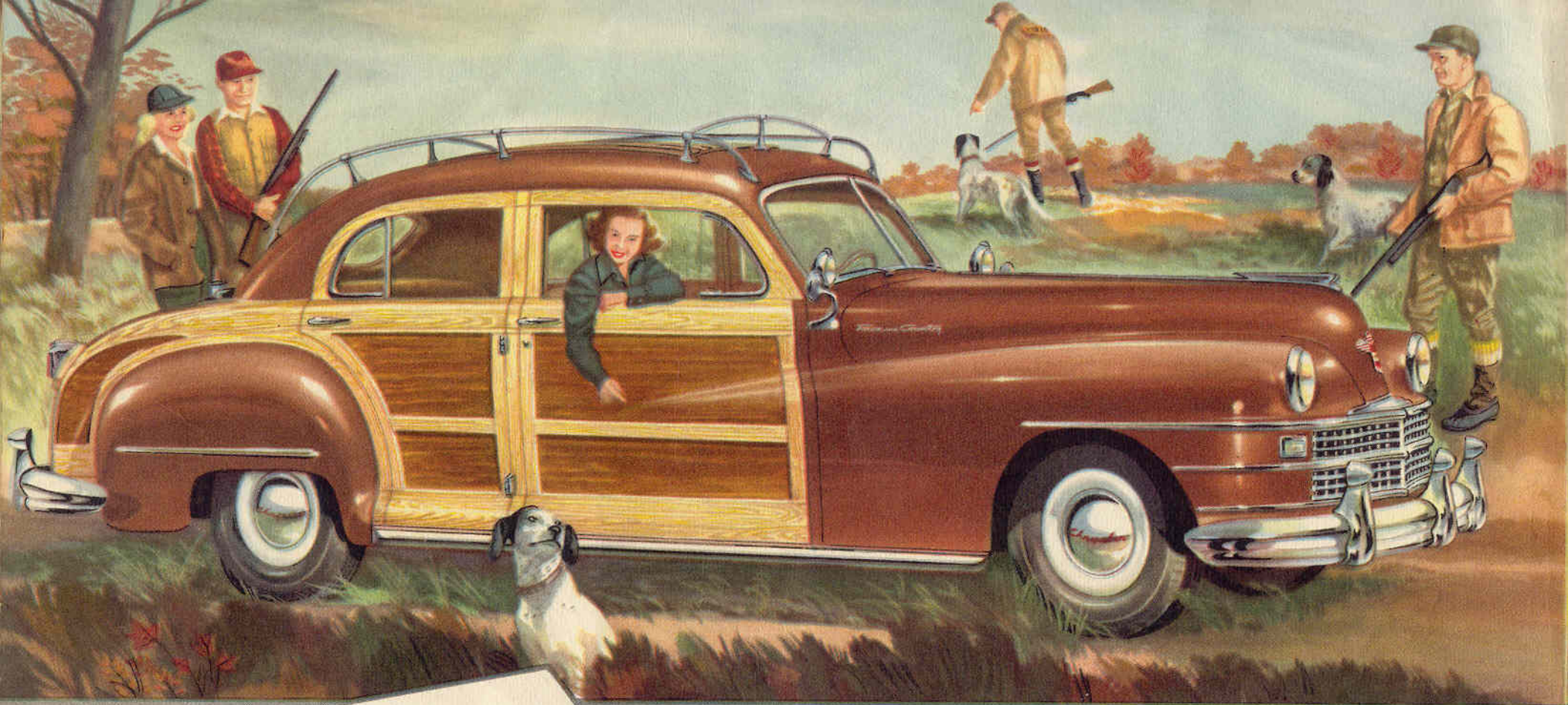




**THE**  
*4 Door Sedan*

One of the most thoroughly appreciated qualities of a Chrysler is that it is just as much at home out in the wilds where the going is tough as it is on Fifth Avenue. It has style and smartness—a distinctive individuality and beauty that are characteristically Chrysler. And, underneath this beauty, are an engineering excellence, superior craftsmanship, and an inherent ability to perform that make it a *fine possession* that *looks the part*. More and more each year, discriminating persons are choosing Chrysler cars as a standard of good taste—as a symbol of genteel living.



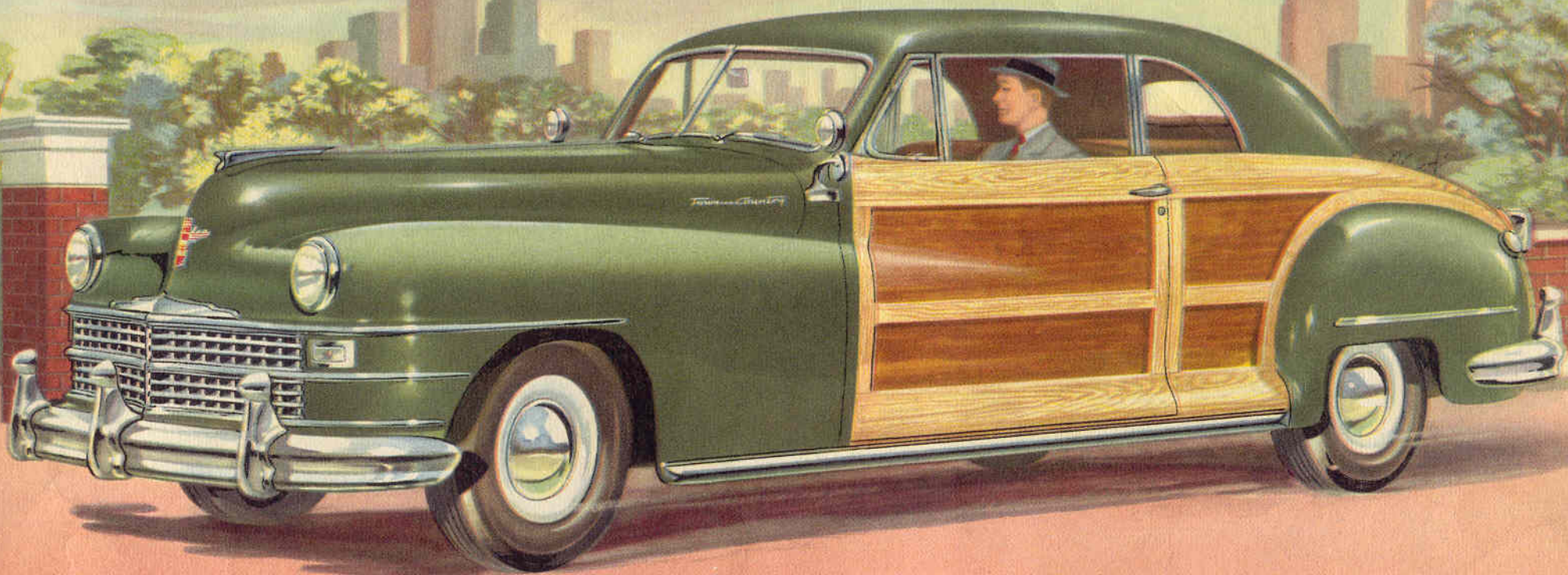


**THE**  
*Town and Country*  
*4 Door Sedan*

To a well known fact—"You get the good things *first* from Chrysler"—let us add, that you also get the "smart things" *first* from Chrysler, as evidenced by the exclusive Chrysler Town & Country Model.

In this smart, decidedly and distinctively different car, Chrysler engineers and designers have scored another Chrysler First that has received public acceptance and acclaim comparable only to that given the first Chrysler car when it was introduced 23 years ago.



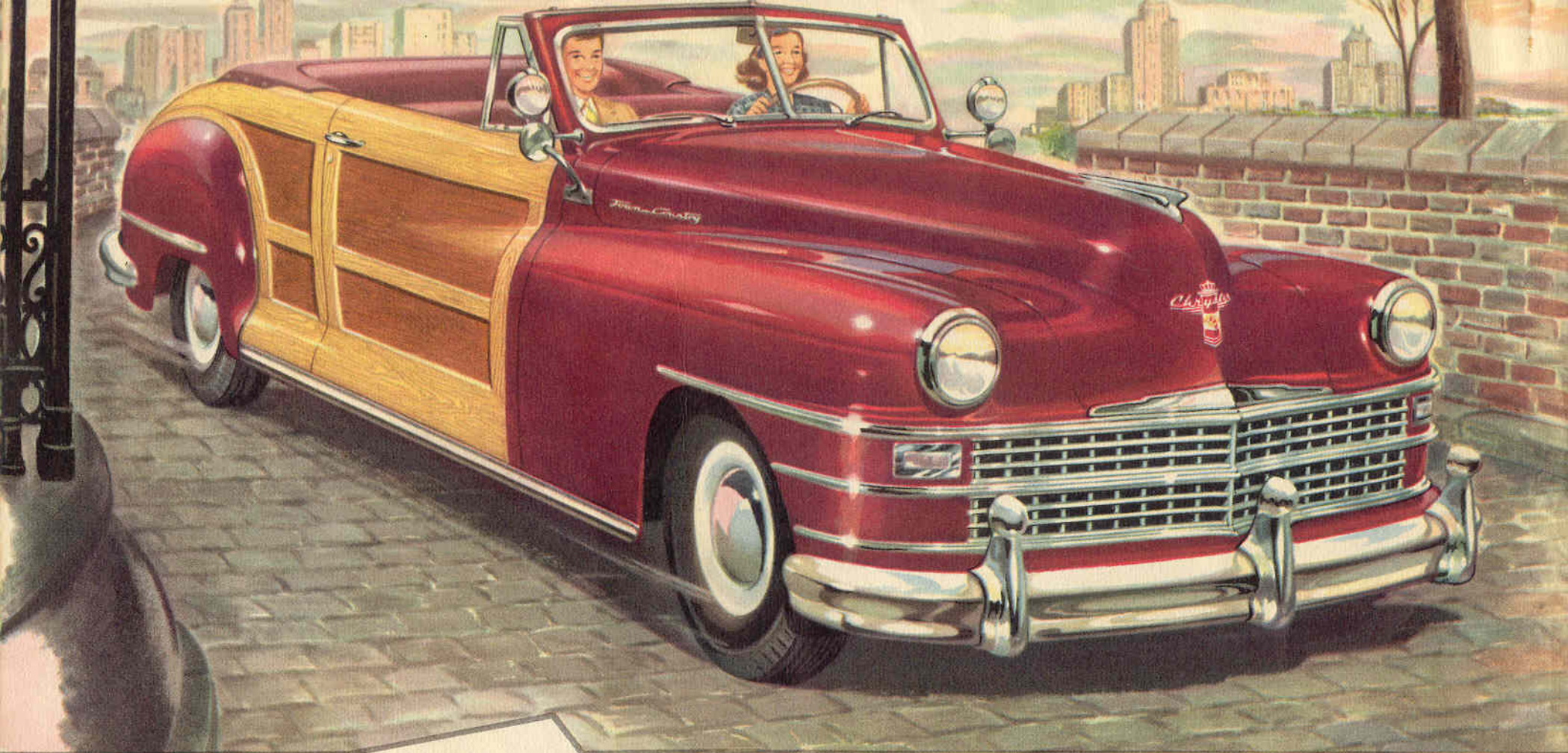


**THE**  
*Town and Country  
Custom Club Coupe*

Combining for the first time, the utility of the Station Wagon with the beauty of the conventional car, the Beautiful Chrysler Town & Country has the style and smartness of a custom-body creation.

The bodies are ruggedly built of white ash and mahogany panels bonded to plymetal plates—a superb example of fine coachwork and fine craftsmanship. The beautifully grained woods are in their natural colors, enhanced by rich, harmonizing colors on the hood and fenders—a combination of alluring beauty.



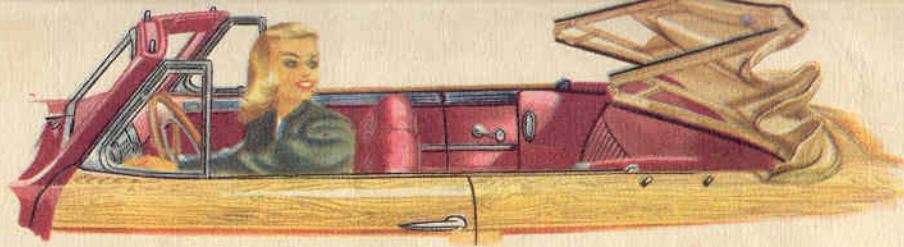


**THE**  
*Town and Country*  
*Convertible Coupe*

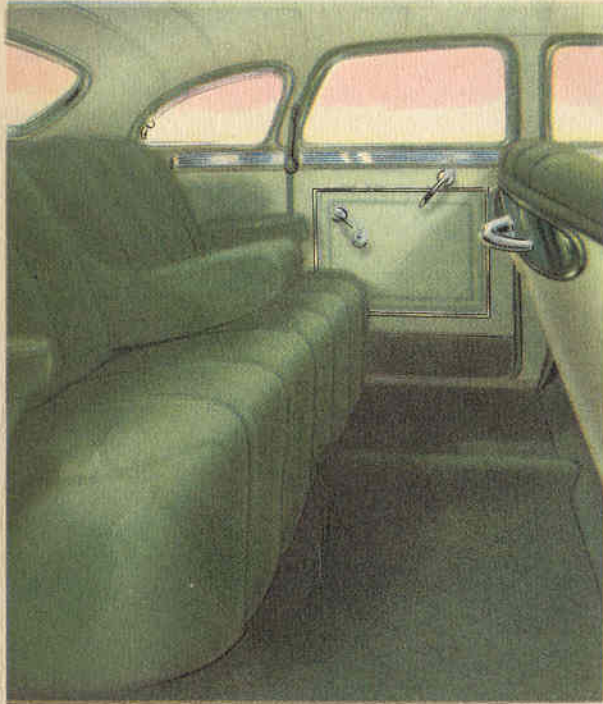
**W**e should like to repeat—if you have never driven a Chrysler with glycol Fluid Drive, we cordially invite you to do so, because we believe it will be a unique and pleasant experience that you will enjoy thoroughly.

It is so easy and simple. Five minutes behind the wheel, and you will feel right at home, and the longer and farther you drive the car, the more you will appreciate why owners are so loyal to their Chryslers—and why a Chrysler is the ideal car for you.





To raise and lower the Convertible Coupe top, you merely release the locking device and turn the Switch on Instrument Panel. The top folds back, quickly and compactly into a recess behind the rear seat.



Chrysler's luxurious Two-Tone interiors have been widely imitated, but never quite equalled for their rich beauty, smartness, and solid comfort. Available in Two-Tone Blue, Green, Maroon, and Tan.

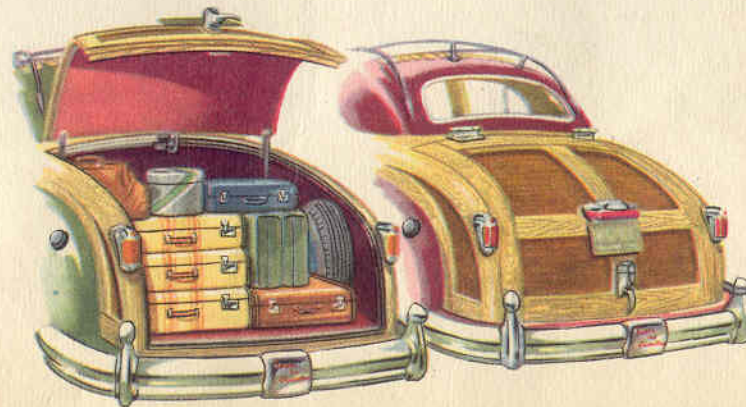


The counter-balanced rear deck lid raises and lowers with little effort. Will remain open with no danger of it falling shut. Extra large storage compartment in the rear deck of all body styles.



In the front compartment, Chrysler designers have provided everything for the comfort and convenience of the driver. Dials and gauges can be read at a glance—and everything is within easy reach.

The Town & Country Sedan and Convertible Coupe have ample storage space to accommodate sufficient luggage for a prolonged cross country trip. Deck lid is counter-balanced as on all of the other Beautiful Chrysler Models.





# Specifications

The Chrysler Line includes 6 Models and 28 body types. These Models are the Royal; Windsor; Saratoga; New Yorker; Town & Country; and Crown Imperial.

Royal and Windsor are 121½ inches wheelbase; 210¾ inches overall length (8 Pass. Sedan 139½ inches wheelbase, 228¾ inches overall). Town & Country 6 Pass. Sedan 221¾ inches overall. Saratoga and New Yorker are 127½ inches wheelbase; 216¾

inches overall length. Town & Country Convertible Coupe 217¾ inches overall. Crown Imperial is 145½ inches wheelbase and 234¾ inches overall length.

Royal and Windsor powered with 114-horsepower Chrysler Spitfire Engine—Bore 3-7/16", Stroke 4½", Piston Displacement 250.6 cubic inches. Saratoga, New Yorker, and Crown Imperial have 135-horsepower Spitfire Engines—Bore 3¼"; Stroke 4⅞", Piston Displacement 323.5 cubic inches.

## BODY STYLES

**ROYAL**—4-Door Sedan (6 Pass.); Luxury Brougham (2-Door 6 Pass.); Coupe (3 Pass.); Club Coupe (6 Pass.); 8-Passenger Sedan; 8-Passenger Limousine.

**WINDSOR**—Same body styles as Royal, plus the Convertible Coupe (6 Pass.).

**SARATOGA**—4-Door Sedan (6 Pass.); Luxury Brougham (2-Door 6 Pass.); Coupe (3 Pass.); Club Coupe (6 Pass.).

**NEW YORKER**—Same body styles as Saratoga, plus the Convertible Coupe (6 Pass.).

**CROWN IMPERIAL**—Sedan (8 Pass.) and Sedan Limousine (8 Pass.).

**TOWN & COUNTRY**—Convertible Coupe (6 Pass.) on New Yorker chassis; 4-Door Sedan (6 Pass.) available on Windsor chassis; Custom Club Coupe (6 Pass.) on New Yorker chassis.

**BRAKES**—All Models are equipped with Chrysler Safeguard Hydraulic Brakes with twin cylinders on front wheel brakes. Independent Parking Brake, located on a drum at rear of transmission. Hand operated.

**TIRE SIZES**—Royal and Windsor Models have 6.50 x 15" tires except 8 Passenger Sedan and Limousine, which have 7.00 x 15". Saratoga and New Yorker have 7.00 x 15" tires, Crown Imperial has 7.50 x 15".

**WHEELS**—Safety Rim, Steel Disc.

**TANK CAPACITY**—17 gallons, Royal and Windsor; 20 gallons all other Models.

**ENGINEERING FEATURES**—All Models—Chrysler Full-Flow Oil Filter; Aluminum Alloy, Plated Pistons; Rotor type Oil Pump; Superfinished Parts; Air-Cooled Generator; Independent Front Wheel Springing; Airplane type Hydraulic Shock Absorbers; Floating Power; Safety-Rim Wheels; Double Channel, Box-type Frame; Rubber insulated Body Mountings; Plated Piston Rings; Ride Stabilizers, front and rear; Oil Bath Air Cleaners; Exhaust Valve Seat Inserts; Hand Brake Warning Signal; Safety Glass throughout; Directional Signal; and many others.

All Specifications subject to change without notice.

CHRYSLER SALES DIVISION • DETROIT