



the superb new

Chrysler

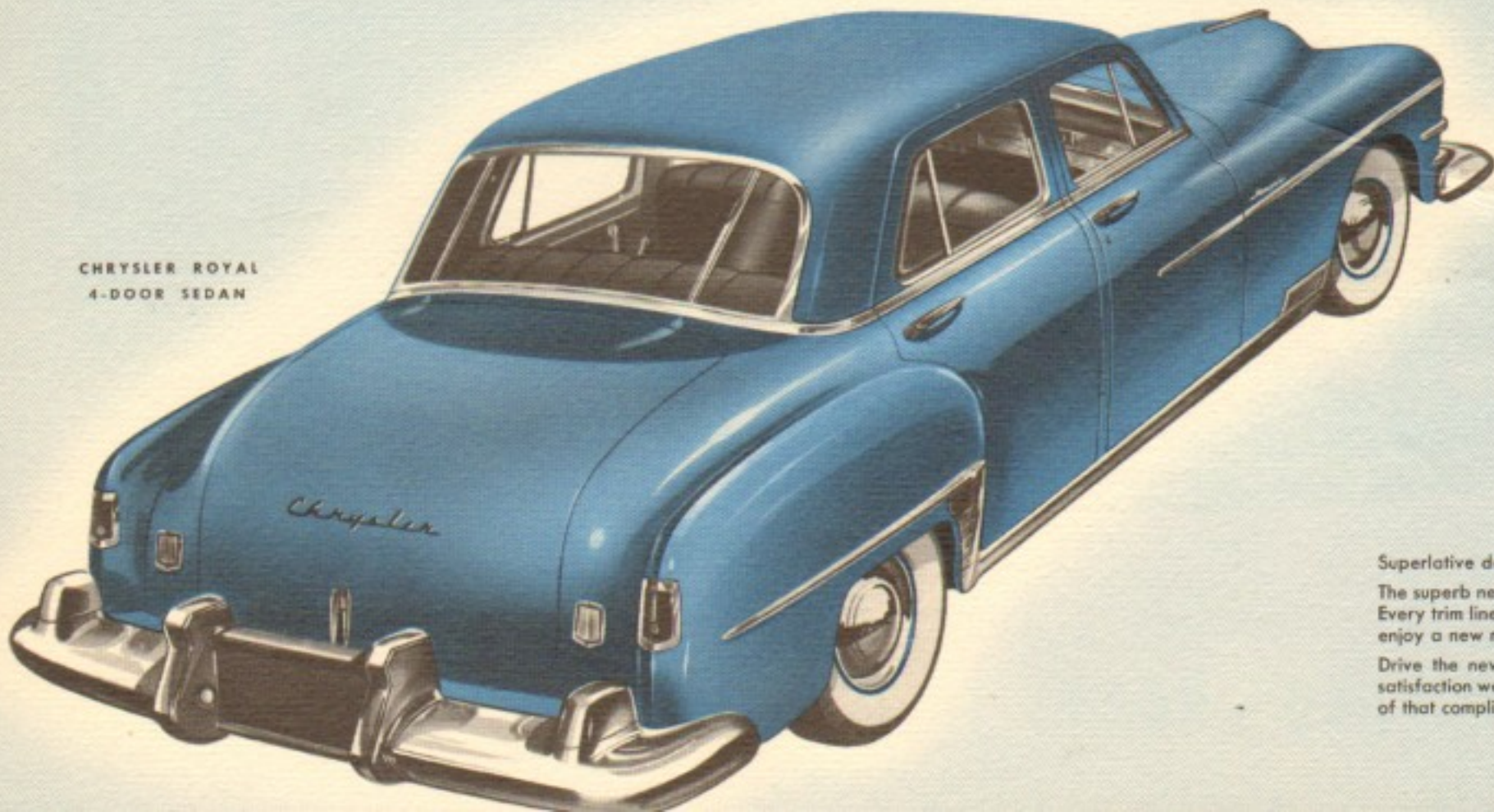
GILLESPIE GARAGE
PETERBORO

the finest car in the fine car field!..

Chrysler..

DESIGNED FOR PRESTIGE... LUXURIOUS TO DRIVE!

CHRYSLER ROYAL
4-DOOR SEDAN



Superlative design that stands out in
The superb new Chrysler is styled for
Every trim line... every elegant fea
enjoy a new motoring thrill... Chry
Drive the new Chrysler... see for
satisfaction were paramount in its crea
of that complimentary remark—"I Se

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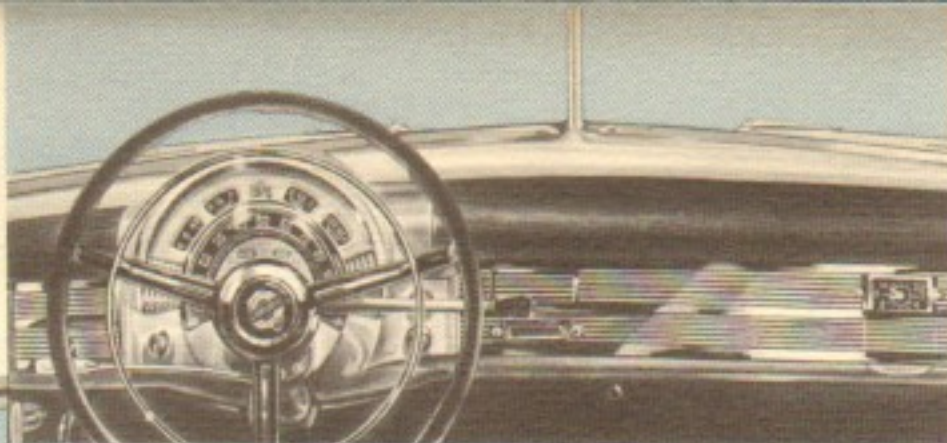
Interior—Chrysl



Windsor 4-Door Sedan

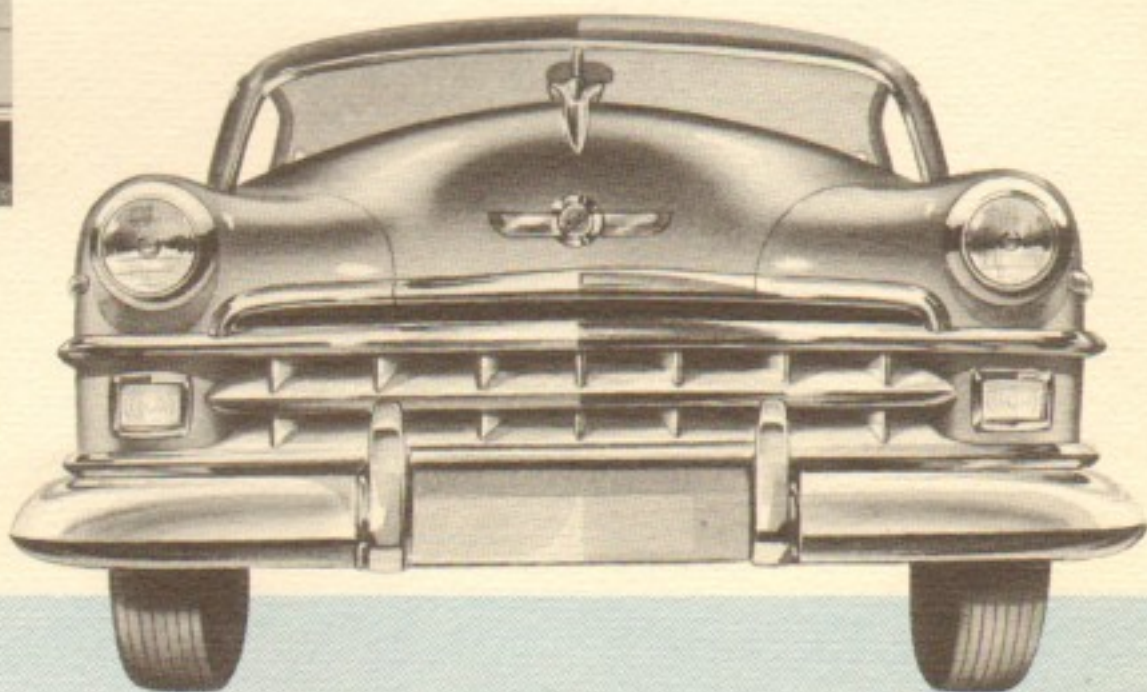


Luxurious comfort is instantly apparent in the Superb new Chrysler! Upholstery combinations have a rich beauty. Seats are wide, deeply-cushioned and chair-high. Chrome assist handles, distinctively styled ashtrays, generous armrests and many other conveniences contribute to your motoring pleasure.



The attractive instrument panel is designed for safety! A decorative "Safety Cushion" of thick, soft sponge rubber protects passengers against sudden stops or collisions. Instruments are grouped for quick reading . . . lighting can be varied to suit the driver and an "eyebrow" prevents instrument-lighting reflection.

Sealed-beam headlights feature the latest "bull's-eye" lens and provide better, brighter, high and low-beam lighting for safer night driving. Parking lights have new plastic lenses which are less subject to breakage.



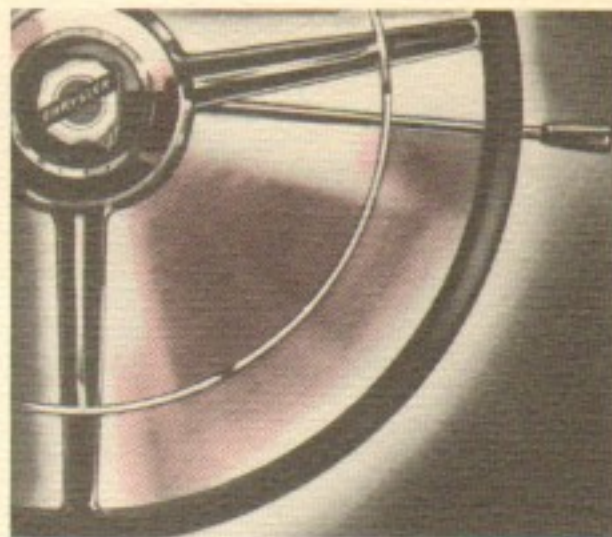
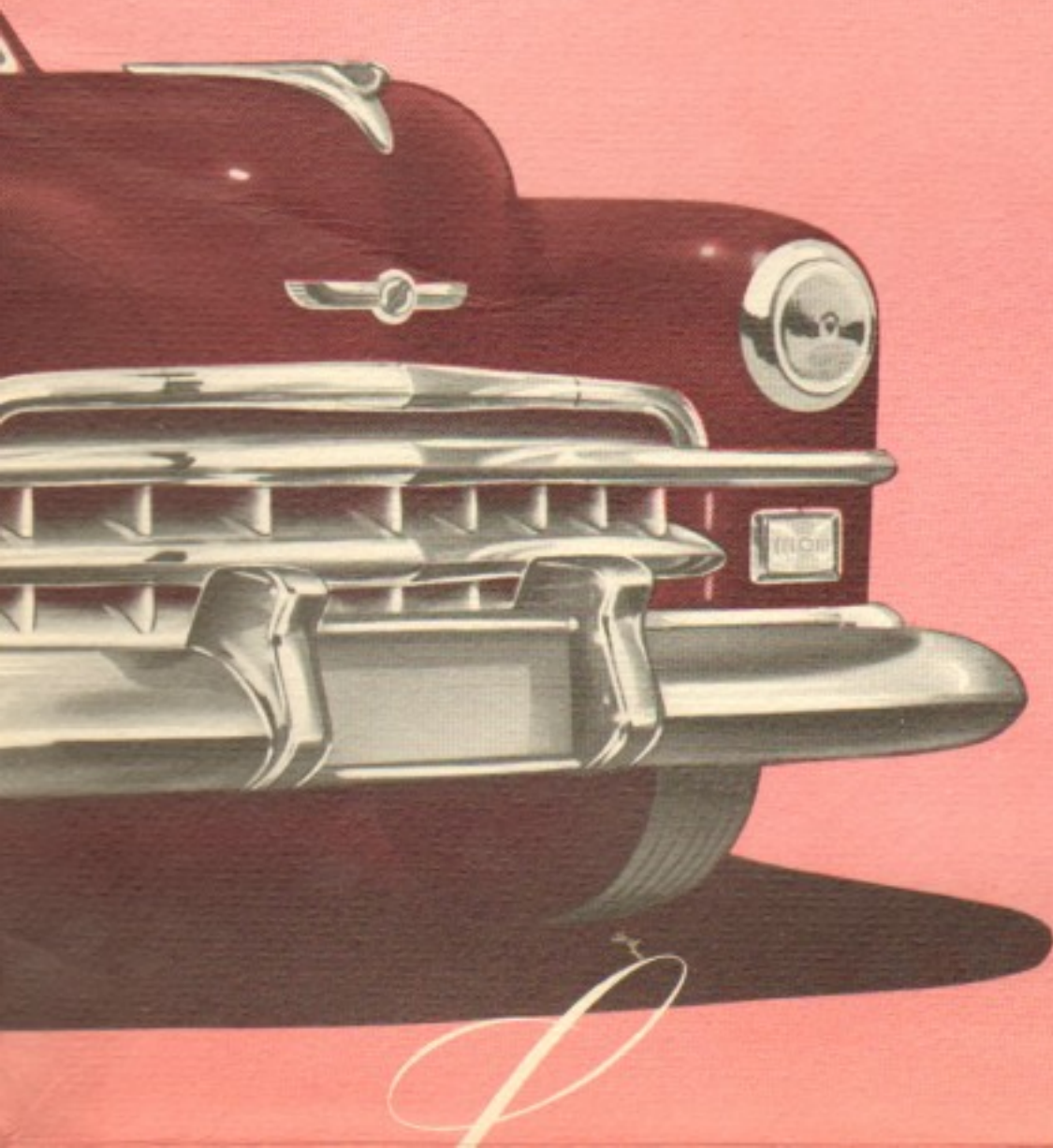
any company—that's the new 1950 Chrysler! prestige . . . and built for your luxurious driving comfort! ure invites you to take the wheel. When you do, you'll ler *Presto-Matic driving!
r yourself how your comfort, convenience, safety and ation. You'll appreciate the new and deeper significance e You Drive A Chrysler!"
drive without shifting gears!

Matic extra on Royal Models

Front end styling is truly distinctive . . . and so unmistakably Chrysler! The newly-designed grille, of brilliant chrome, is dignified, and designed to provide efficient flow of air for engine cooling. Wrap-around bumpers are massive . . . and beautifully proportioned!

From the rear, distinguishing marks of Chrysler design are the smooth, flowing lines of the new, peaked-crown rear fenders . . . wide, neat rear deck . . . new, wider rear window and the cleanly-tailored, tail-lights and automatic back-up lights.

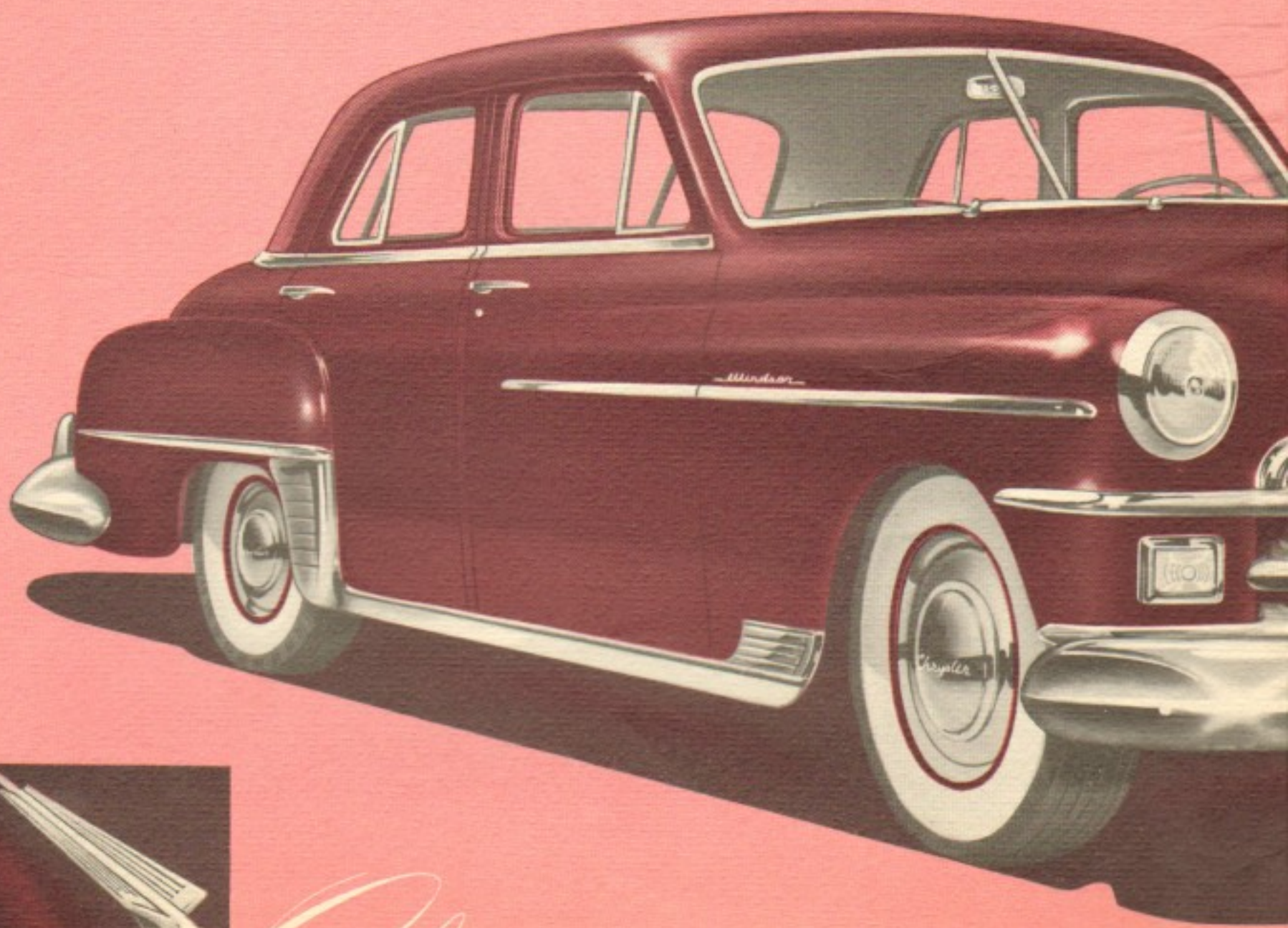
CHRYSLER WINDSOR 4-DOOR SEDAN



DRIVE SMOOTHLY . . . WITHOUT EFFORT!

Enjoy a new motoring thrill—with Chrysler Presto-Matic Driving, an exclusive Chrysler feature! You can drive all day without shifting gears! All you do is steer . . . press and release the accelerator . . . and step on the brake! Automatically, Presto-Matic shifts for you—quickly and smoothly. You get smoother driving too, because power is transmitted through a cushion of oil in Gyrol Fluid Drive—at all times—under all driving conditions!

Presto-Matic transmission is standard equipment on all Chrysler Windsor models and available at low extra cost on the Chrysler Royal models.



FOR

Luxury



Chrysler rear fenders are typical of the thoroughness of Chrysler Engineering. They're bolted on—easily removable for economical repair. Fender openings are big enough to permit easy servicing of tires and the quick application of chains.

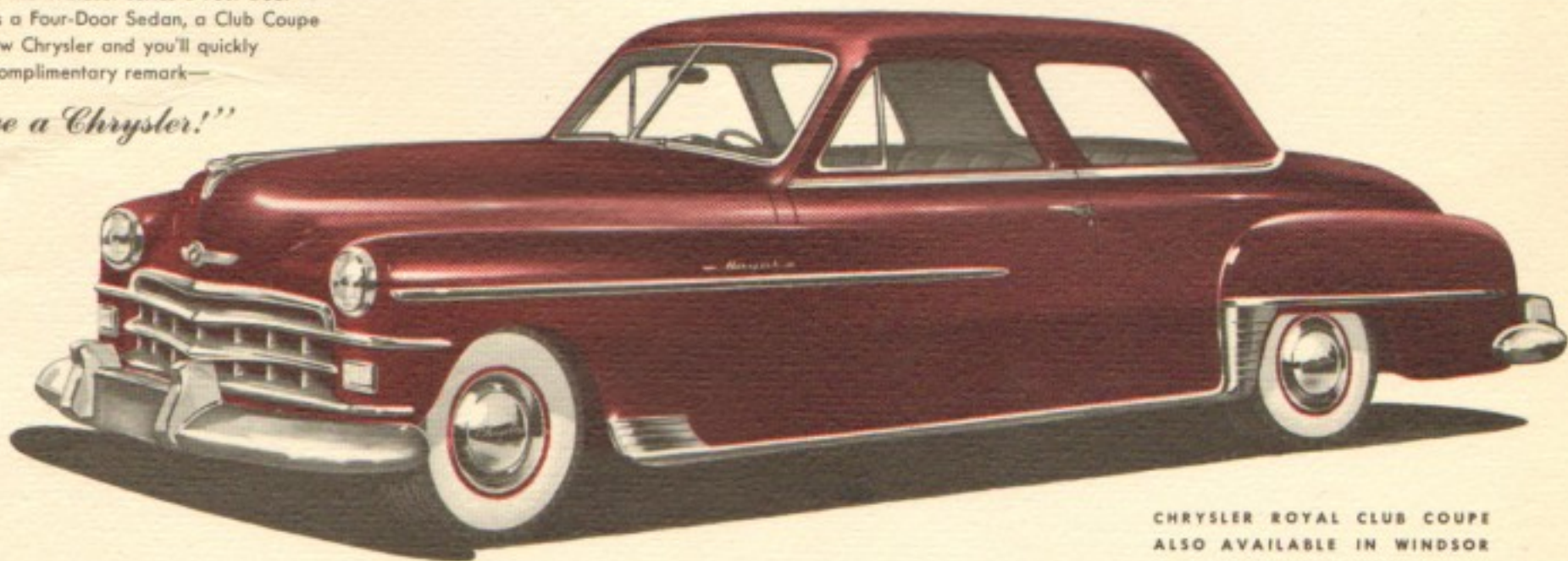
neered for motoring pleasure . . . lovely to look at . . .

of the rear axle. A long, 125½" wheelbase—*independent front* and the time-tested Hotchkiss Drive, all contribute to the smooth and shoulder room. A larger rear window, big windshield and more! Under the hood the powerful 115 h.p. Spitfire engine is eager

ing and prevents stalling in wet weather. New, larger-diameter pistons for faster, safer stops. Durable, chrome-plated top piston rings for scuffing, and add to engine life. A new 40-ampere alternator for use of modern electrical accessories. These and many other features assure many thousands of miles of pleasant, dependable motoring.

Models are available—in the Windsor series a Four-Door Sedan, a Club Coupe. In the Royal series a Four-Door Sedan, a Club Coupe. Drive a fine new Chrysler and you'll quickly appreciate the significance of that complimentary remark—

"See You Drive a Chrysler!"



CHRYSLER ROYAL CLUB COUPE
ALSO AVAILABLE IN WINDSOR

ATING TASTE DEMANDS! . . .

Chrysler... FASHIONED

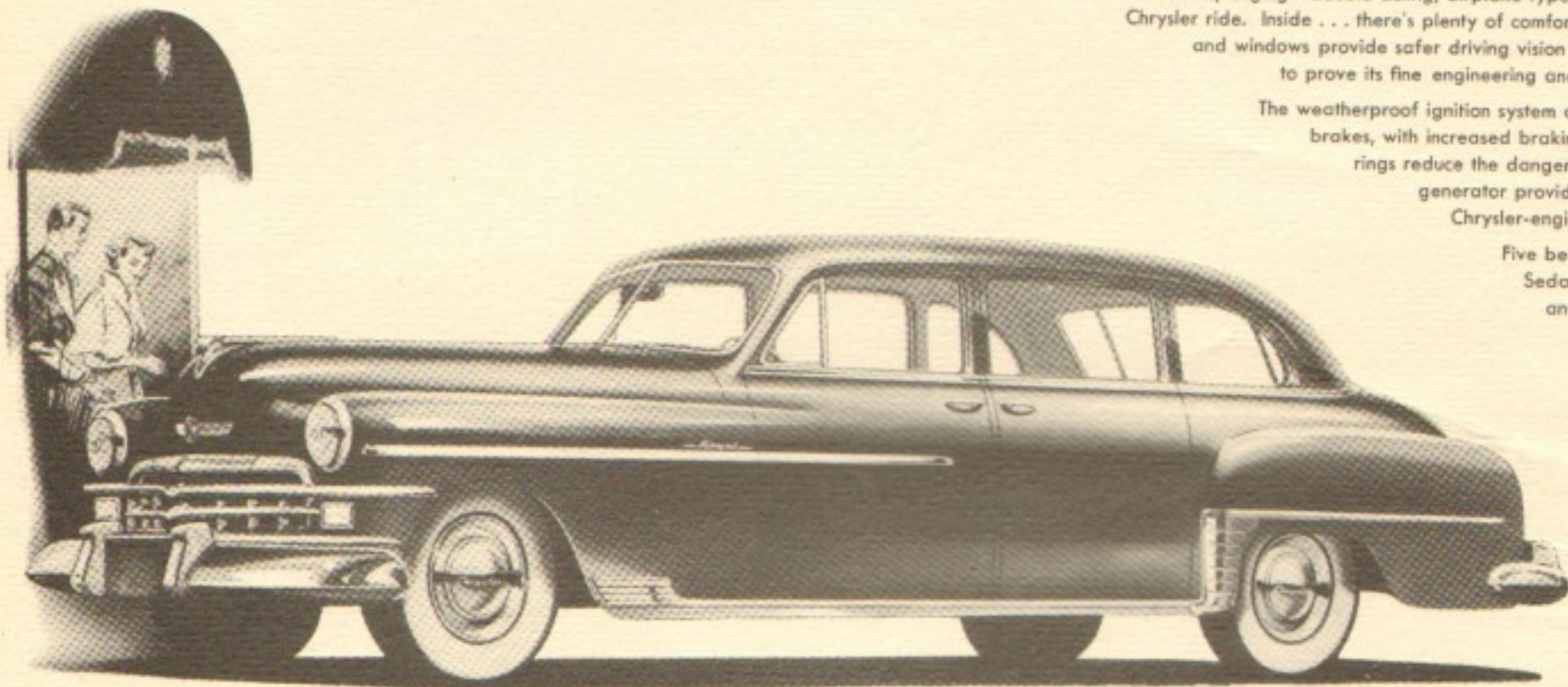
The new 1950 Chrysler is fashioned for luxury, yet engineered for performance... luxurious to ride in... and thrilling to drive!

Passengers are seated where comfort is greatest, far ahead of the wheel springing—double-acting, airplane-type shock absorbers, provide a smooth, quiet, and comfortable Chrysler ride. Inside... there's plenty of comfortable leg, head and shoulder room... and windows provide safer driving vision... in all directions... to prove its fine engineering and nimble power.

The weatherproof ignition system assures quick starting... power brakes, with increased braking surface, provide... rings reduce the danger of cylinder wall scoring... generator provides increased current... Chrysler-engineered features are...

Five beautiful Chrysler models... Sedan and a Club Coupe... and a 7-passenger... realize the dream...

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CHRYSLER ROYAL 7-PASSENGER SEDAN

ALL THAT YOUR DISCRIMINATION

Specifications

CHRYSLER ROYAL AND WINDSOR

FRONT AXLE—Independent coil-spring front wheel suspension, wishbone-type very flexible spring action controlled by direct double-acting telescopic shock absorbers. Front sway bar.

REAR AXLE—Ratio 3.9 to 1 on Royal, 3.73 to 1 on Windsor, 4.1 to 1 on 7-Passenger, Semi-floating with one-piece two-pinion differential case, mounted on tapered roller bearings. Amalco Steel axle shaft, mounted on two tapered roller bearings. All tapered roller bearings are fully adjustable. Nickel Molybdenum hypoid gears, one-piece forged drive pinion and shaft mounted on two tapered roller bearings.

BODIES—Safety-steel with seamless top, braced, ribbed and welded into one complete unit for strength, thoroughly insulated for quietness; drip mouldings integral, safety glass throughout. Both front doors may be locked from outside. Swing-type ventilating windows. Foam Rubber seat cushion pads on front seat only of Royal, and both front and rear of Windsor models. Rear seat centre arm rest on Windsor.

BRAKES (Service)—Time-tested hydraulic, internal, self-equalizing four wheel brakes 12" diameter, weatherproof cast-iron brake drums with cast-in steel backs, moulded brake shoe facings. Front wheel brake shoes actuated by individual cylinders.

BRAKE (Hand Brake)—Independent in operation, 7" drum on Windsor models, 6" drum on Royal models, at rear of transmission, 2½" and 2" wide external contracting brake band, respectively, equalized through differential gears.

CARBURETOR—Windsor—Down-draft equipped with oil-bath air cleaner and intake silencer. Accelerator Pump. Fast engine idle controlled by automatic choke. Solenoid controlled anti-stall feature built into carburetor. Royal—Down-draft equipped with oil-bath air cleaner and intake silencer. Accelerator Pump. Fast engine idle controlled by automatic choke.

CLUTCH—Fluid coupling with ventilated clutch housing, single 9¼" dry-disc type clutch to allow complete disengagement of power flow.

CHASSIS LUBRICATION—Pressure grease system.

COOLING SYSTEM—Cooling capacity, 3.4 Imperial gallons. Full-length water jacket on engine block, water distributor tube full length of block, directs water flow around exhaust valve seats. Circulation control by special by-pass thermostat an unusual construction which circulates water in cylinder block only, during warming-up periods. This contributes to long engine life, great fuel mileage and great oil economy. Cellular radiator core, cooled by four blade fan driven by endless V belt.

ENGINE—115 H.P. Displacement 250.6 cu. in. Compression ratio 6.6 to 1, L-Head type. Full-length water jackets. Exhaust Valve seats cooled by direct circulation from water distributor tube. Automatic manifold heat control. Alloy-steel inserted exhaust valve seats. Crankshaft drop-forged from special high-carbon steel, balanced statically and dynamically, seven counter weights, crankshaft and connecting rod bearings steel-backed,

removable, precision-type. Piston cam-ground U-slot stannic-coated aluminum alloy, with four piston rings, top compression chrome plated, second compression and two oil control rings stannic coated. Equipped with vibration damper.

ENGINE LUBRICATION—Force feed from rotor-type Oil Pump to all crankshaft, connecting rod and camshaft bearings. All other working parts lubricated by positive spray under pressure from small metered hole in each connecting rod bearing, also from crankshaft and camshaft. Timing chain lubricated by direct oil lead. Oil capacity 4 Imperial quarts. Oil filter of full flow-type. Crankcase ventilation.

ELECTRICAL SYSTEM—17 Plate Battery 6 volt 120 ampere-hour capacity, new 40-ampere generator belt-driven, ventilated, with automatic current and voltage regulation. Ignition distributor timing, fully automatic, controlled by centrifugal weights and manifold vacuum, spark plugs 14 M.M., all cables heat-resistant and waterproof. Coil mounted on engine to reduce radio interference. Hand Control Starting Motor with switch on instrument panel, positive solenoid shift.

FINAL DRIVE—Hatchkiss-type—tubular propeller shaft statically and dynamically balanced. Universal Joints are of cross-type design with needle bearings fully enclosed.

FUEL SYSTEM—Fuel is drawn from supply tank by fuel pump driven off camshaft. Fuel Tank capacity 12.95 Imperial gallons mounted at rear of car with sediment collecting sump. Fuel Filter self-clearing located in fuel tank.

FRAME—6" side members of box section construction. Very rigid both in beam and torsional strength. Side channels follow contour of body.

SUSPENSION—Front coil springs, rear spring semi-elliptic grooved plates with tapered ends, amalco steel with metal covers on rear. Double-acting telescopic shock absorbers front and inclined-frameside-to-side rear shock absorbers. Rubber silent block at front ends of rear springs.

STEERING—Worm and roller semi-irreversible type steering gear with ratio 18.2 to 1 all models—except 7-Passenger, 20.4 to 1 on 7-Passenger.

TRANSMISSION—Windsor—Presto-Matic.

Royal—All-quiet automech with helical gears throughout, quiet in all gears including reverse, blocker and synchronizer between second and direct. Six ball and roller bearings in transmission. Steering-column-type handy-control gearshift.

VENTILATION—Perfected clear-vision system including swing-type vents in front and rear doors. Forward-opening cowl ventilator equipped with screen.

WHEELS & TIRES—Five demountable steel disc 15 x 5½ K air-wheel type with 15 x 7.60 tires, on 5-passenger. 5-15 x 6 demountable steel disc wheels with 15 x 8.20 tires on 7-Passenger.

WHEELBASE—125½" Standard. 139½" 7-Passenger.

The Chrysler-Plymouth-Fargo Divisions of Chrysler Corporation of Canada, Limited, reserve the right to change prices without notice and to make changes in specifications on vehicles previously sold. Certain models illustrated are shown with extra equipment.

C30

All-weather COMFORT at your Finger-tips



The Chryco Air Control System[®] is Canadian-built for Canadian climates. It gives real passenger comfort, efficient windshield defrosting and removal of fog. Easily-operated controls are located under the instrument panel—within easy reach of the driver. The under-the-hood location of the heater unit means extremely quiet operation. Heat is distributed from a "Y" duct into the passenger compartment and also upwards through the windshield-wide defroster openings. Easily controlled dampers make this fresh-air system practical for use in warm weather and also provides a shut-off position when ventilation is not required.