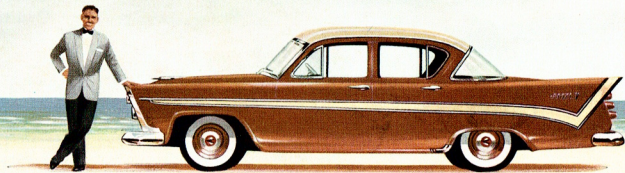
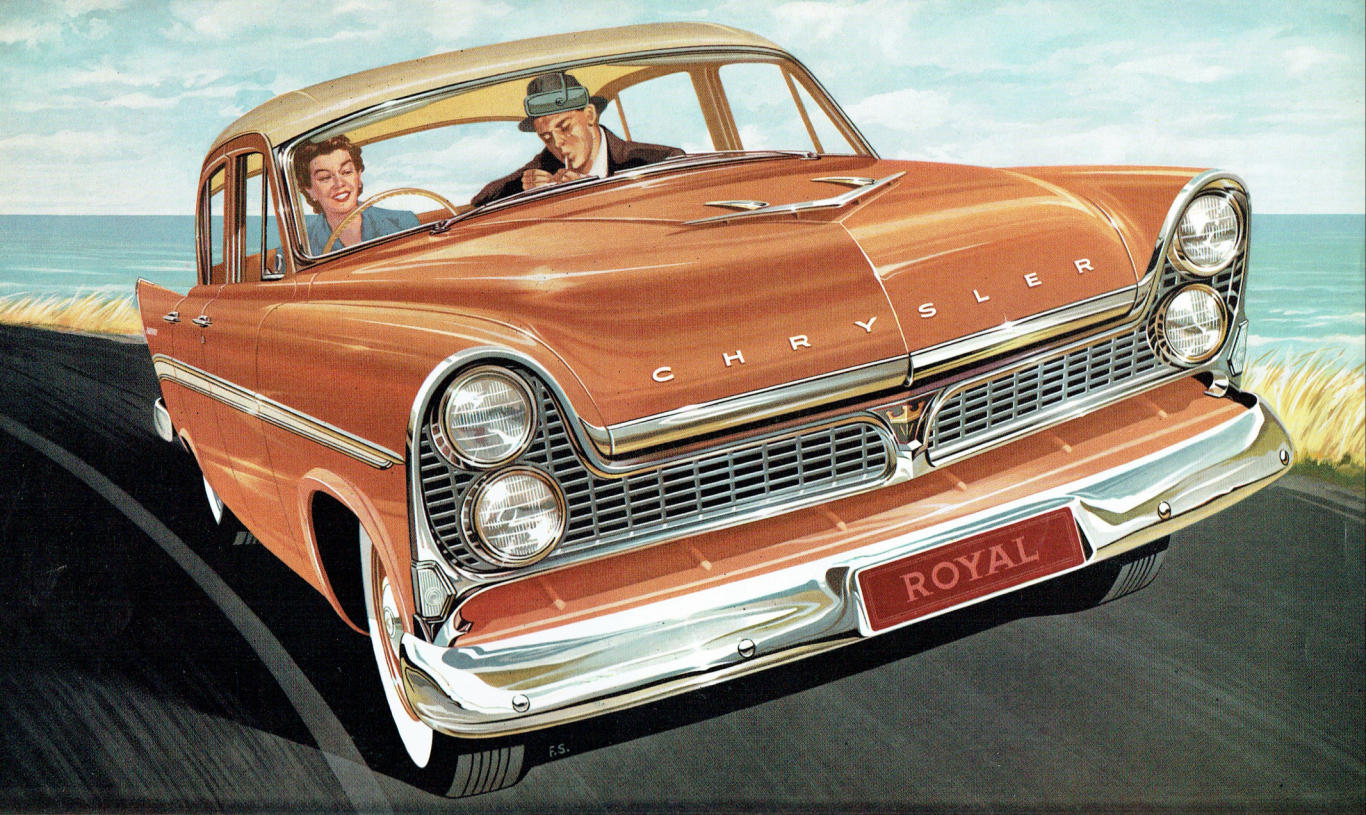


**IT'S A
WONDERFUL
WONDERFUL
BUY...
CHRYSLER
ROYAL
6 OR V8**



* FOR THE BEST REASON
IN THE WORLD . . .
CARS AS FINE AS YOU
COULD WISH FOR
AT EVEN
LOWER PRICES!



CHRYSLER ROYAL V-8

WITH AUTOMATIC TRANSMISSION!

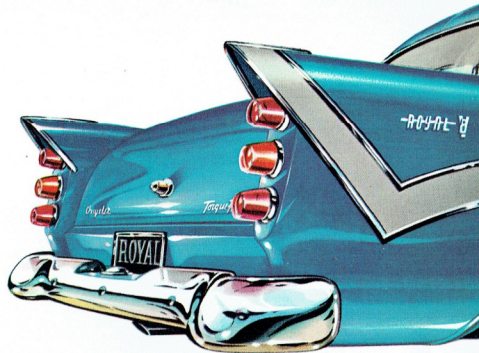
A wonderful, wonderful buy for those used to more expensive cars

If we had not given you the figures, you could be excused for thinking that the price tag of this car was way, way above £2,000—After all, this car has everything—and more—that vehicles in the £2,000 plus class give you . . . Style . . . yes! . . . This car is well dressed in the modern manner, but not overdressed. Automatic transmission . . . Yes! . . . Royal V-8 has the latest and greatest in “no clutch” driving with the new TorqueFlite Automatic transmission. V-8 power at its best—and there’s no finer Australian V-8 motor on the road . . . a thrilling 220 h.p. power plant that provides the unusual combination of high performance with economy . . . and this car is built staunch and solid. Every mechanical detail has been thoroughly proven under the most rugged Australian conditions—Whether you drive a Royal on tracks “back o’ Bourke” or on main highways, there is the certainty of long-lived dependable performance. Best of all, this is the one full-size, full-powered, fine car that you can own without having to go “overboard” on purchase price.



DRIVE IN STYLE—Chrysler Royal's wide front seat takes three people, and still leaves plenty of elbow room for the driver. Ample head-room and generous leg room are other practical aspects of this "living-room-on-wheels". The comfortable steering wheel is of "dished" design . . . an important safety feature.

STEP IN AND TRAVEL FIRST CLASS in spacious comfort, seated at natural, arm-chair height with plenty of leg and head room. Our photo shows one of the breathtaking trim combinations available.

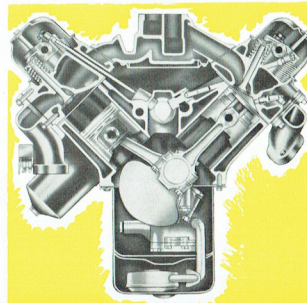


FINS ARE STILL THE STYLE. The new Swept Wing styling of Chrysler Royal still leads the way with what has been the most imitated automotive design of the decade. The dramatic rear end styling is accented by big, easy-to-see rear lights, tail lamps, stop lamps and back-up lights, in which are incorporated the turn signal lights.



NEW TORQUEFLITE AUTOMATIC TRANSMISSION. This new, three-speed, push-button transmission is the last word in simplicity and safety. Push-button operation is provided for 1st, 2nd, Neutral, Drive and Reverse. Torqueflite is unusually smooth, extremely quiet, and gives amazing acceleration. As a safeguard against accidental selection, reverse gear cannot be engaged at speeds above 10 m.p.h.

220 BHP "FURY" V-8 ENGINE—Is of "over-square" design, bore 3.875", stroke 3.312", cubic capacity 313 cu. ins. Taxable H.P. 48.05, developing 220 BHP @ 4,000 rpm. The torque figure is impressive, 325 lbs. ft. @ 2,800 rpm., which results in amazing "pick-up".



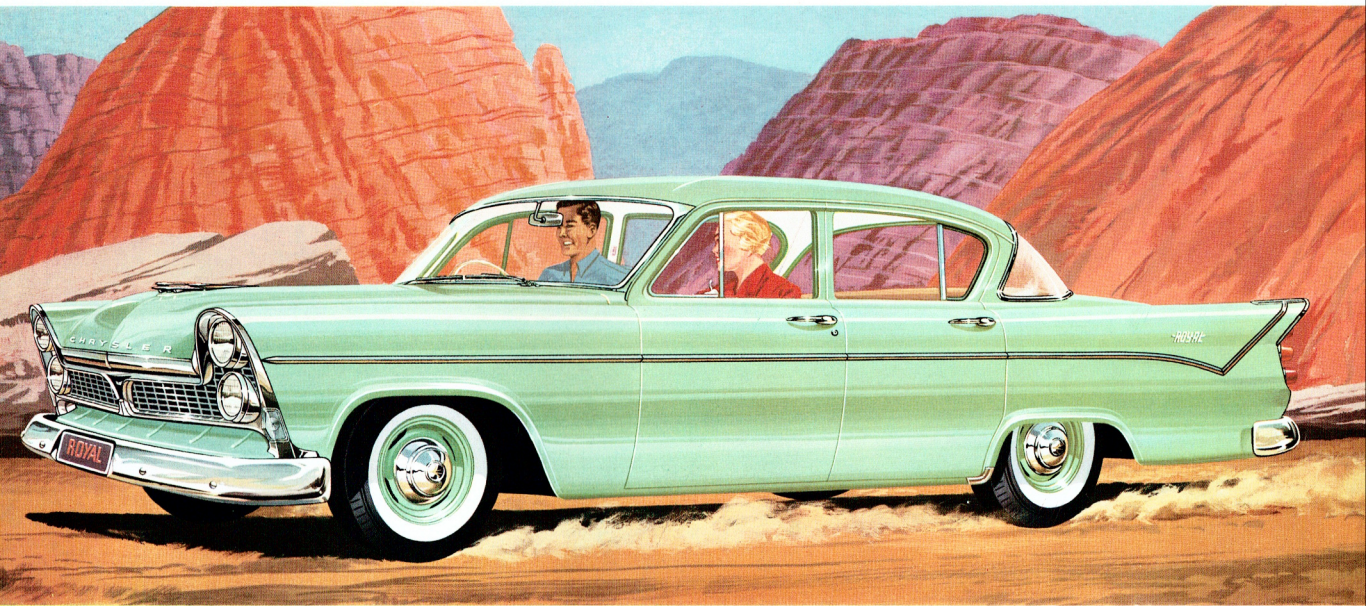
**... AND A
WONDERFUL
WONDERFUL
WARRANTY**

**FOR TWELVE MONTHS OR
TEN THOUSAND MILES!**



CHRYSLER ROYAL "BIG SIX"

Now—there's nothing to hold you back from stepping into the wonderful world of Big Car motoring



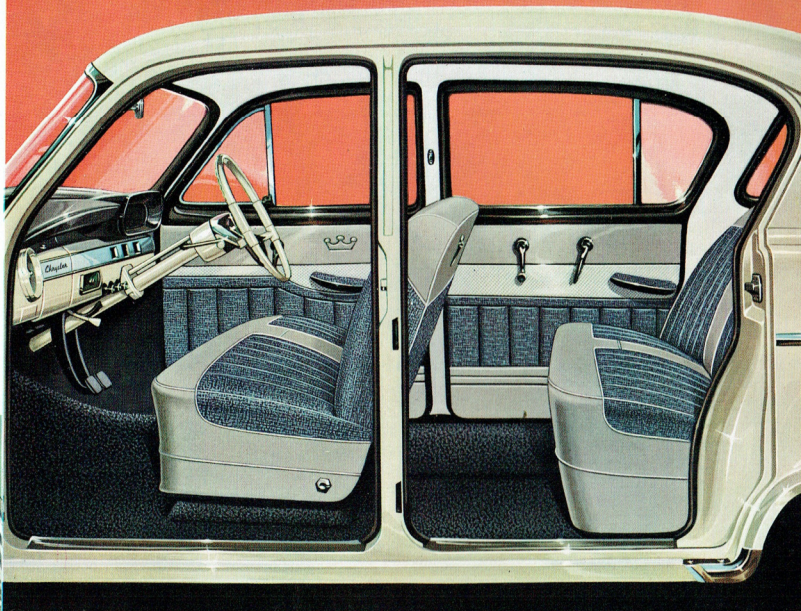
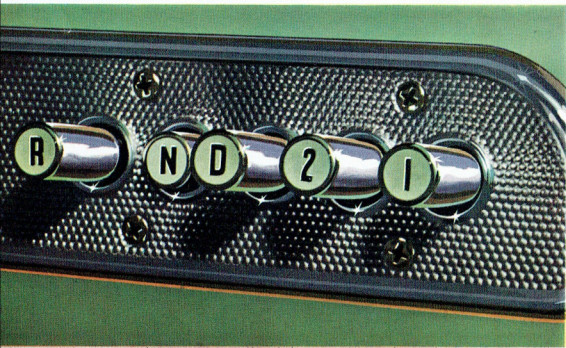
Maybe in the past you have hesitated—questioned whether you were doing the right thing in buying a big car—Now, with the Chrysler Royal Six at this lower price, there can no longer be any shadow of doubt—no reason now from holding back, when you can enjoy luxury motoring at the lowest cost ever.

And the car itself—115-inch wheelbase, and with room inside that matches, inch for inch, in head-room, leg-room and seating-width, cars priced over £500 above Royal's modest figure. A 117 BHP "Power-flow" big six engine provides adequate power to maintain smooth, high

performance and still has something in reserve for emergencies. A car that's solid and safe on the road—cornering surely—riding smoothly over city boulevard or outback track—So easy to handle, too. At the rear there's an immense, 35 cubic feet capacity luggage boot, and a parcel shelf behind the rear seat. The car is newly-styled too, with a dashing new front end treatment, incorporating dual headlights, new swept-wing, rear-end styling—lower, sleeker roof-line—yes, your Chrysler-Simca Dealer has a wonderful story to tell you about price and quality—Why not see him today?

ROYAL MAKES "LUXURY" A LOW-PRICE WORD. Royal "6" is a car that will inspire excited looks of envy and a surge of personal pride when you are behind the wheel. Royal is appointed in many practical and thoughtful ways—two ash trays in front, one in the rear compartment, a vanity mirror on the left hand sun visor—armrests on all doors—controlled ventilating windows in front. Designed with your safety in mind, too—"Dished" steering wheel, safety padded instrument panel, the top in matt black vinyl to eliminate reflections. Seating designed for natural posture—and to give a full view of the passing scene—Big "picture windows" a total of 3,263 sq. in. glass area. The body sealed against dust, insulated everywhere for whisper-quiet travel.

TORQUEFLITE AUTOMATIC TRANSMISSION FOR ROYAL "6" TOO—With your Royal "6" you can have, as optional extra, all the thrill and driving ease of automatic transmission—and still be many pounds ahead compared with other cars of similar size, but with conventional gearshift. New 3-speed TorqueFlite is a revelation. You merely touch the button—and go! It's as simple as tapping your finger tip.



THE CHRYSLER ROYAL "POWERFLOW" 117 B.H.P. BIG SIX

Chrysler provides the best in 6-cylinder design. The engine has a high torque, 205 lbs. ft., available at low revs for fast getaway and brisk acceleration. The working parts of the engine are unusually well protected—foam, sediment, microscopic particles of dust are prevented from entering the oiling system. Fuel is filtered, kept free of dust or water. Valves are long-lasting, with super-hard alloy steel inserts for exhaust valves. The cooling system prevents hot-spots at critical points, with special valve seat cooling arrangement.

WITH THE ADVANTAGES OF CHRYSLER'S WARRANTY OF
**TWELVE MONTHS OR
TEN THOUSAND MILES**



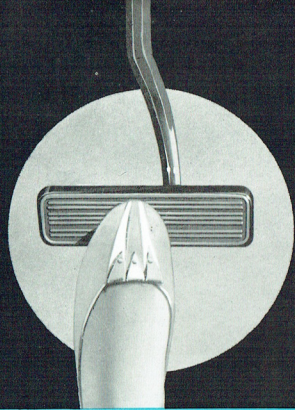
IT'S THE COMMONSENSE APPROACH TO AN AUSTRALIAN BIG CAR

Chrysler Royal represents the one, sane approach to an Australian big car . . . Holding fast to a sound basic mechanical design—improving where time and long use showed that something could be made stronger to last even longer, but never changing merely for the sake of change alone. Keeping out ahead in style, too—but with lines that are ageless rather than complete reversals of fashion year after year.

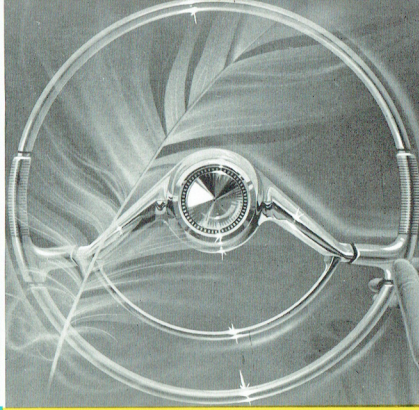
The result is that owners get more miles of trouble-free motoring at a lower initial cost, and with lower depreciation than ever before. Each succeeding year, Chrysler Royal quality has gone UP—but its prices have come DOWN.

Scores of better value-for-money features put you ahead in every way

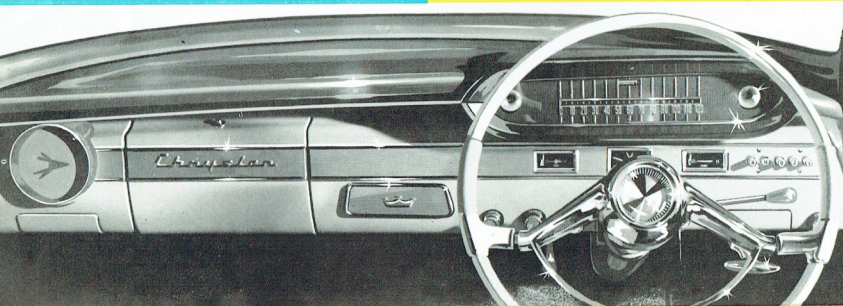
- Safety Rim wheels—a Chrysler exclusive—Tyre remains on rim if a blow-out occurs
- Wide opening doors, with unobstructed entry for front and rear passengers.
- Petrol filler cap concealed behind fold-down number plate
- Powerful braking—each front wheel brake has two braking cylinders
- Rugged chassis, full length side rails of box section construction with four cross members for added rigidity
- Body is an all-steel structure formed of panels welded to a rugged framework
- Doors and windows surrounded by box-like reinforcements
- Screened air intake built into cowl
- Independent front suspension on big coil springs for positive, direct control
- One-piece sway eliminator bar plus Royal's Wide Track keeps



SAFETY-SURE POWER BRAKES: If you drive regularly in the stop-and-go tension of heavy traffic, you'll appreciate the value of an investment in Power Brakes as an adjunct to Chrysler's outstanding "Safeguard" Hydraulic Brakes. A vacuum-servo unit multiplies by $2\frac{1}{2}$ times the normal result from your foot pressure on the brake pedal.

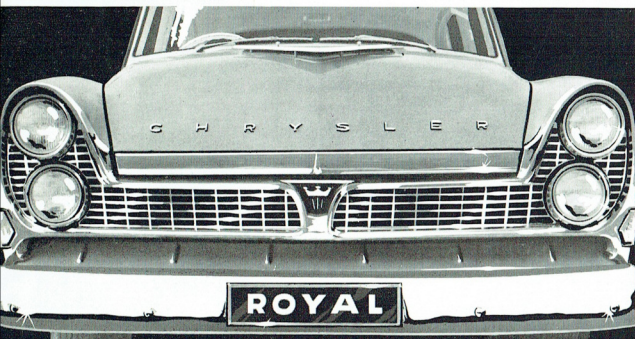


FULL-TIME POWER STEERING: If your daily driving is a constant succession of pull-in, back-out and park operations, Power Steering makes them a simple, effortless, one-finger exercise. (Wonderful for your wife, too, when she takes the car to town). Out on the highway, sharp bumps or crosswinds can't veer you off-course. Gives you maximum control in the event of damage to wheel or tyres.



CONTROLS: The dash panel is smart, but essentially functional. All instruments are grouped for "flick-of-an-eye" vision through the safety dished, 2-spoke steering wheel. Speedometer and turning indicator lights are in a hooded binnacle to shut out any glare. Turning indicator switch is on a lever at right of the steering column. Instruments comprise speedometer, total mileage indicator, fuel gauge, temperature gauge, oil warning light, generator warning light, turn signal lights, high beam indicator light. Panel has two ashtrays, roomy glove box, and cigarette lighter.

FAMILY-SIZE LUGGAGE BOOT: 35 cu. ft. of luggage space means that you don't have to worry what to omit when you are packing your luggage for a holiday. Spare tyre is mounted upright at the side, makes it so easy to get out. Boot floor has a rubber mat, and the boot lid is counterbalanced to stay open at any set position.



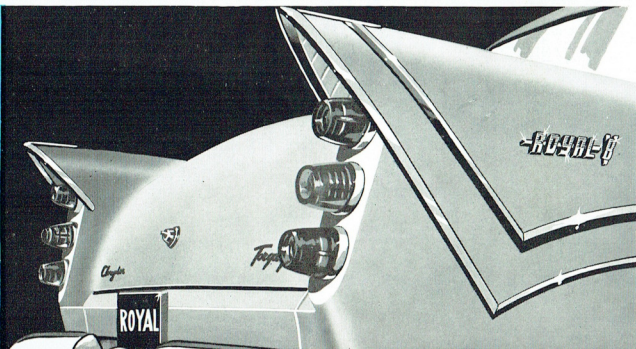
DUAL HEAD-LIGHTS: While adding extra smartness to Chrysler Royal's front-end appearance, dual headlights provide added advantages for night driving. The two upper front headlights are double-filament sealed beam units, giving a low and high beam driving range. The lower headlights are single filament sealed beam units, used for high beam operation only.

A FINE CAR MADE EVEN FINER!



the ride level • Rear-end stability, with long and wide semi-elliptic springs mounted in non-parallel position to resist sway • Rotary door locks hold doors firmly closed • 15½ gallon fuel tank • Semi-floating hypoid type rear axle, fully adjustable tapered roller bearings throughout.

SWEPT-WING REAR-END STYLING WITH SAFETY LIGHTING. In the ultra-smart rear-end light arrangement, the upper red lamp incorporates both the tail lamp and stop lamp. The centre amber lamp incorporates both the back-up lamp and the rear, flashing turn lamp. The lower red lamp is a further tail lamp.



SPECIFICATIONS CHRYSLER ROYAL SIX AND CHRYSLER ROYAL V-8

DIMENSIONS: Wheelbase 115". Maximum length 199-11/16". Maximum width across bumper 73 1/2". Kerb height, 63 1/2". Front track 55 1/2". Rear track 56 1/2". Ground clearance: Chrysler Royal V8 7-11/16". Chrysler Royal "6" 8-13/16".
TARE WEIGHTS: Chrysler Royal "6" (standard transmission) 3,304 lbs., Royal "6" (automatic) 3,388 lbs., Royal V-8 3,500 lbs.

TWO BRILLIANT POWER PLANTS
"PowerFlow" Six—L, head bore 3.4375". Stroke 4.5. Piston displacement 250.6 cu. ins. Taxable horsepower 28.3 (R.A.C.), Compression ratio 7.25 to 1. Max. b.h.p. at r.p.m., 117 at 3,600. Max. torque 205 lbs. ft. at 1,400 r.p.m. Cast-iron cylinder head. Floating power front engine mountings, 2 point rubber cushion rear.
V-8 "Fury" 313—O.H.V., Bore 3.875". Stroke 3.312". Piston displacement 313 cu. in. Taxable horsepower 48.05 (R.A.C.). Compression ratio 9.0 to 1. Max. b.h.p. at r.p.m., 220 at 4,000. Max. torque 325 lbs. ft. at 2,800 r.p.m. Cast-iron cylinder head. Two point eccentric rubber-insulated mountings front and single-bonded rubber rear mounting.

COOLING SYSTEMS

Pressure system, permanent by-pass type thermostat, centrifugal water pump. Cooling capacities: 6-cylinder models 12 quarts, V-8 16 quarts; 6-cylinder engines have 6-blade 17" fans, V-8 engines 18" 4-blade fans.

LUBRICATION SYSTEMS

6-cylinder Engines—Normal pressure 40 p.s.i. at 800 r.p.m. Sealed type oil filter with by-pass. Oil intake, floating type. Crankcase capacity (less filter) 3 1/2 quarts.

V-8 Engines—Normal pressure 50-60 p.s.i. at 1,500 r.p.m. Fixed oil intake. Replaceable element oil filter. Crankcase capacity 4 quarts.

FUEL SYSTEMS

15 1/2 galls. Fuel filter sintered bronze in tank (all models). Carburettor: 6-cylinder, single downdraft; V-8, dual downdraft. Automatic choke in both V-8 and 6. Air Cleaner: 6-cylinder, oil bath; V-8, dry element type (replaceable).

SAFEST BRAKING

Safeguard hydraulic, self-equalising, internal expanding brakes utilising an individual cylinder to each brake shoe on front wheels. Contact area 150 1/2 sq. ins. Hand-brake operated by "T" handle release. With conventional transmission, the hand-brake acts on the rear service brakes. With TorqueFlite Transmission the hand-brake acts on rear of transmission.

POWER BRAKES (Special Equipment all Models)

A vacuum servo system of the vacuum suspended type multiplies the pressure applied by the driver to the foot-brake pedal. The unit is simple, safe, and the only maintenance required is an occasional washing of the oil filter.

The policy of Chrysler Australia Limited is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment and prices are subject to change without notice.

STEERING (Conventional)

Direct, double tie-rod. Worm and 3-tooth roller gears. Overall ratio 27.5 to 1. Turning circle diameter 38 ft. Steering is self-centring.

POWER STEERING (Special Equipment)

Power is supplied in the form of hydraulic pressure from a rotary-type pump. Oil filter is cartridge type, and does not require periodic changing. If in the unusual event that the hydraulic system fails, the driver maintains full control of the car.

A FIRM FOUNDATION BENEATH YOU

Super rigid, double channel web section side rails, drop centre type chassis frame braced with four cross members. Max. side member depth 5 3/4", outside width at max. depth 1 1/2", thickness 3/32".

SUSPENSION

Front—Independent with coil springs and unequal length control arms. Telescopic shock absorbers mounted inside coil springs.

The V-8 sedan is equipped with heavy duty front suspension. Rear Springs—Long, semi-elliptic, non-parallel, longitudinal leaf springs with telescopic shock absorbers mounted in "sea-level" position.

Both the V-8 and 6-Cylinder Sedans have standard ride rear springs as initial fitment. Auxiliary springs available as special equipment.

TRANSMISSION (Conventional)

Three speed, all helical gears, synchromesh second and third. Remote control gearshift. Ratios: 1st 2.57 to 1, 2nd 1.38 to 1, 3rd 1.00 to 1, reverse 3.49 to 1. Lubricant capacity 2 1/2 pints. Final drive ratios 3rd 3.9 to 1, 2nd 7.14 to 1, 1st 10.02 to 1, reverse 13.61 to 1.

SPECIAL EQUIPMENT

Tinted glass, rear seat centre armrest, carpet (6 cylinder), heater and demister, engine compartment light, glove box light, trouble lamp, sill moulding, two-tone paintwork, locking petrol cap, power brakes, power steering, radio, external rear-view mirror, rear venetian blind, outside sun visor, windshield washer.

PUSH BUTTON TORQUEFLITE TRANSMISSION

(Standard on Royal V-8, Special Equipment on Royal 6.)
 The TorqueFlite transmission combines a torque converter and an automatic planetary gearbox. The torque converter extends torque multiplication over a wide range of engine speeds. The hydraulically-controlled gearbox utilises two multi-disc clutches, an over-running clutch, two bands and two planetary gear sets. The automatic gearbox is controlled by hydraulic pressure supplied by the front and rear oil pumps; this pressure varies according to the throttle opening. Depending on the drive range selected, the throttle opening and the car speed, the control valves will cause hydraulic pressure to engage or release the clutches and apply or release the bands, thus causing the planetary gear sets to provide three forward and/or one reverse ratio.

Gear ratio and gears used in each selected position:

	R	— 2.00 to 1
	N	— Neutral
D-1, 2	drive	— 2.45, 1.45, 1.00
2-1, 2		— 2.45, 1.45
1-1		— 2.45

REAR AXLE

Semi-floating hypoid type. Steel axle shafts. Differential with carbon molybdenum hypoid gears. One-piece forged housing for uniform strength. Fully adjustable tapered roller bearings throughout. Hotchkiss final drive. Ratios: Royal "6", standard transmission, 3.9 to 1; Royal "6" TorqueFlite model, 3.54 to 1; Royal V-8 with TorqueFlite, 3.31 to 1. Lubricant capacity, 2 1/2 pts.

WHEELS AND TYRES

Steel disc wheels with drop centre, safety rims, 15 x 4.50K standard. Standard type equipment "6" and V-8 cylinder sedans: 6.70 x 15 x 4-ply tubeless. Optional equipment: 6.70 x 15 x 6-ply tubeless, 6.70 x 15 x 4-ply and 6-ply whitewall with tube.

NEW 30,000 MILES CERTIFIED CAR CARE PLAN

The correct inspections, adjustments and services of your Chrysler Royal at the correct intervals and at low-cost fixed charges. This planned protection is available to owners to make sure they get, at lowest possible cost, the full measure of good motoring built into Chrysler Royal.

IT'S A WONDERFUL WONDERFUL BUY!



CHRYSLER — MoPAR
 Approved Chrysler Service and Genuine MoPAR
 Parts are available nationwide.

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