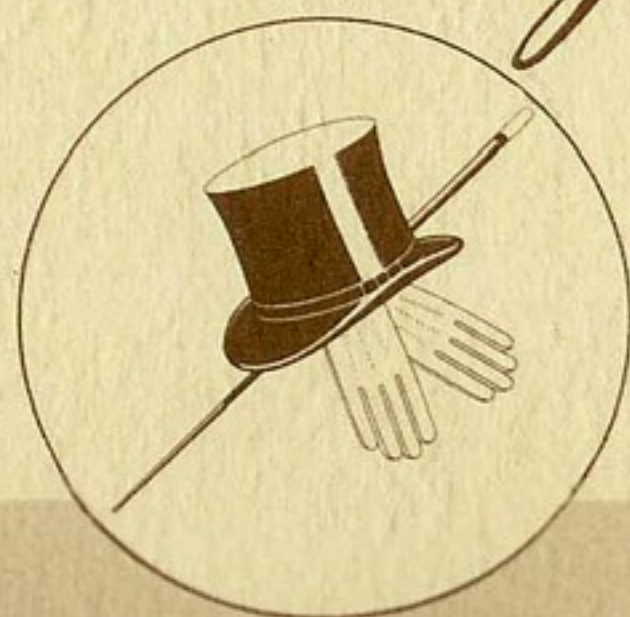
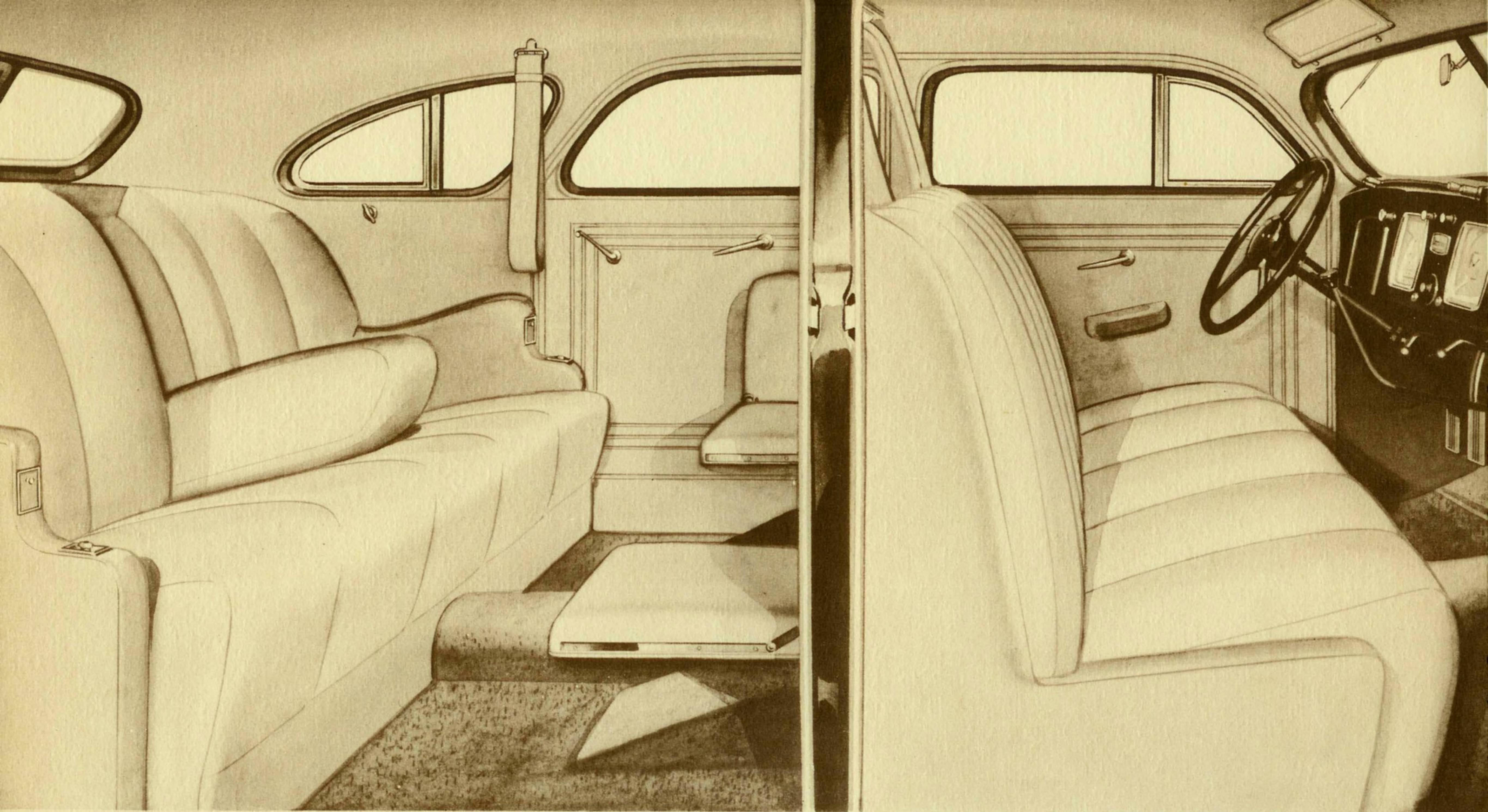


AIRFLOW *Chrysler Custom Imperial* **SEDAN** *Limousine*

FOR EIGHT PASSENGERS



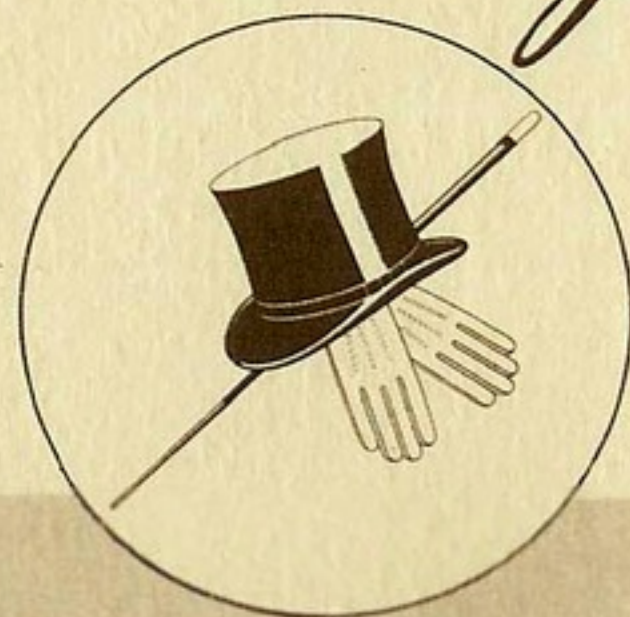
137 INCH WHEELBASE



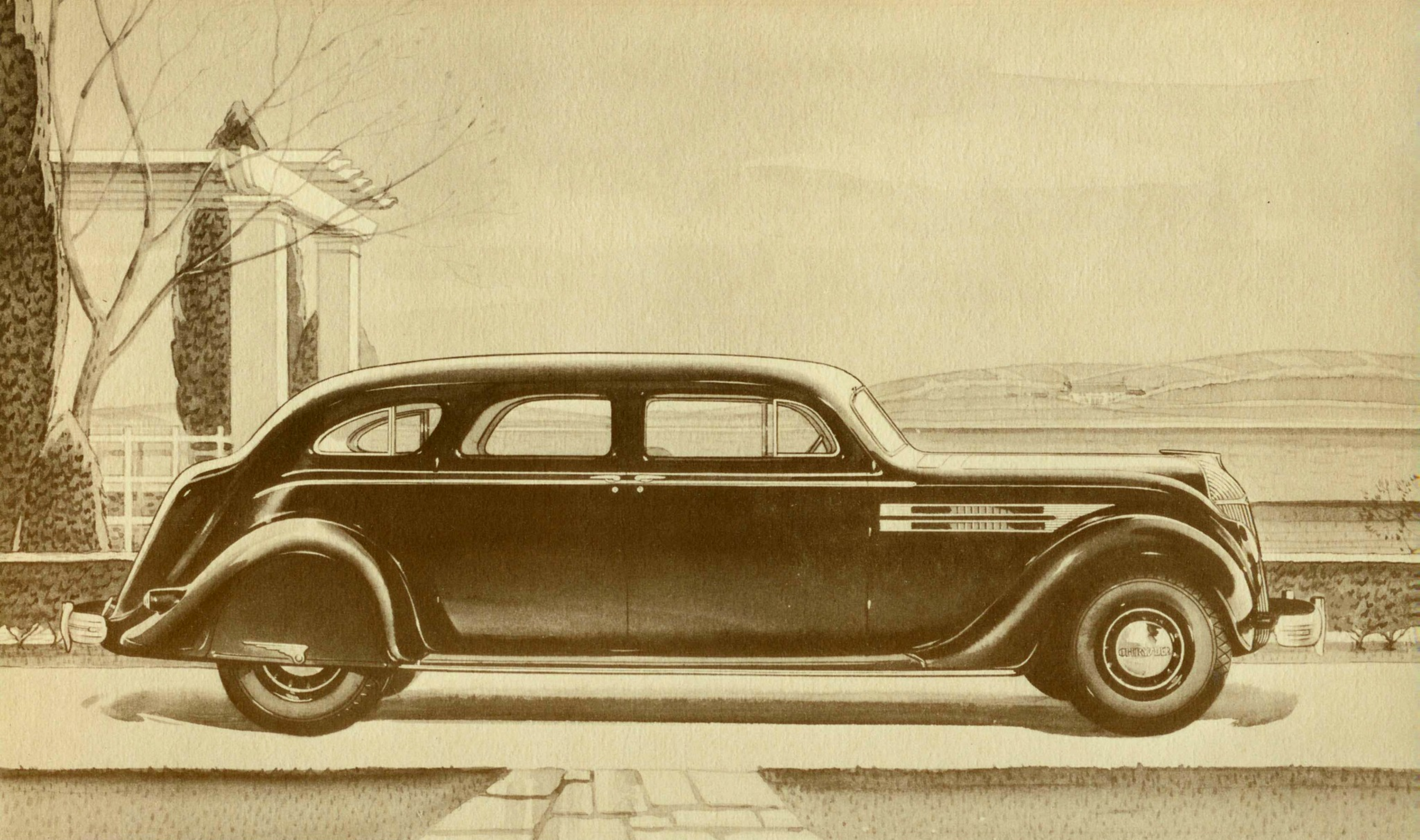
INTERIOR OF

AIRFLOW *Chrysler Custom Imperial* **SEDAN** *Limousine*

**FOR EIGHT
137 INCH**



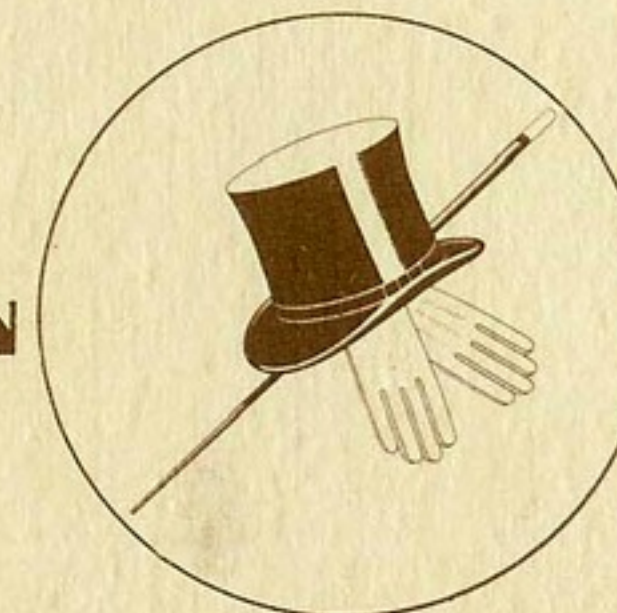
**PASSENGERS
WHEELBASE**



AIRFLOW

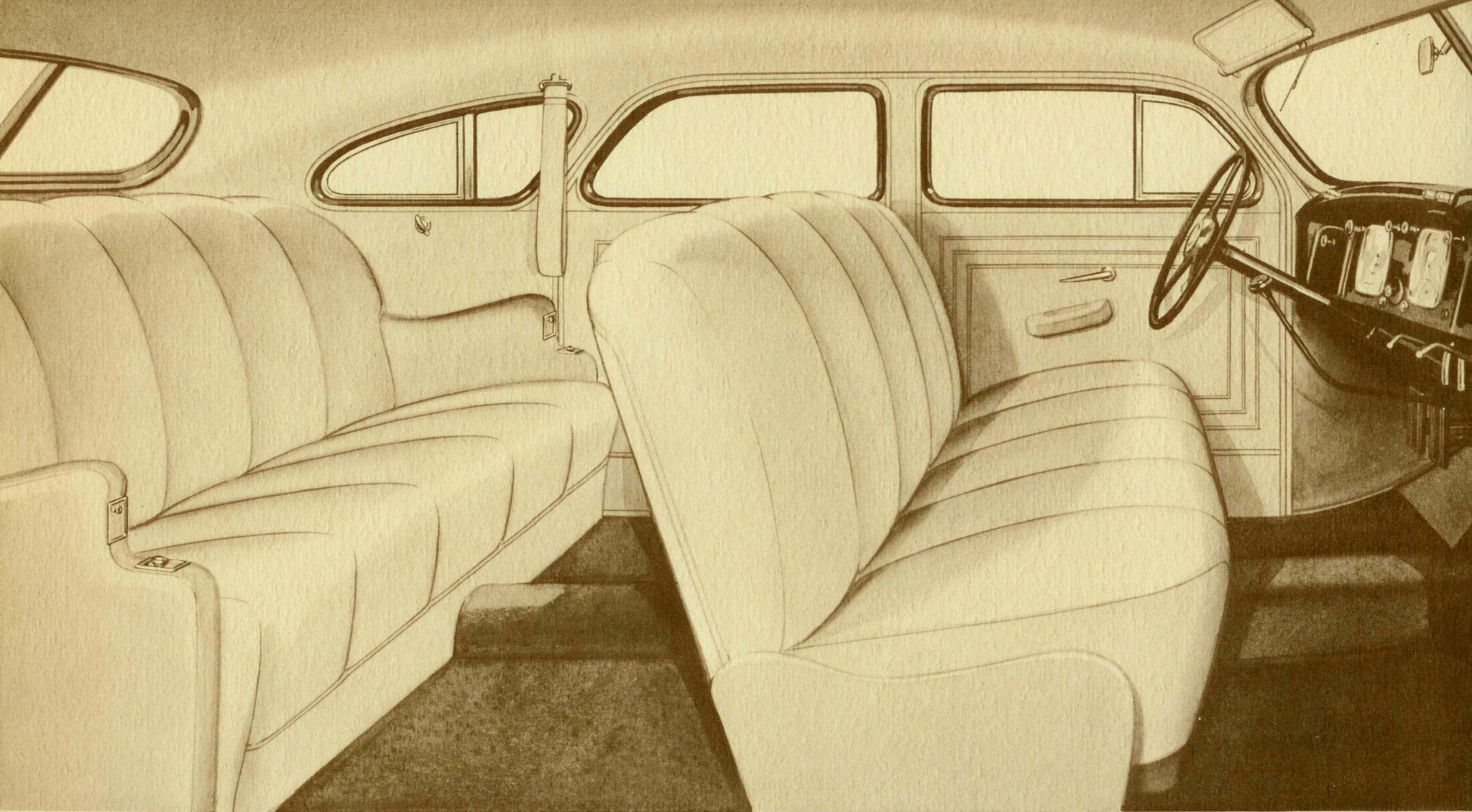
Chrysler Custom Imperial

SEDAN



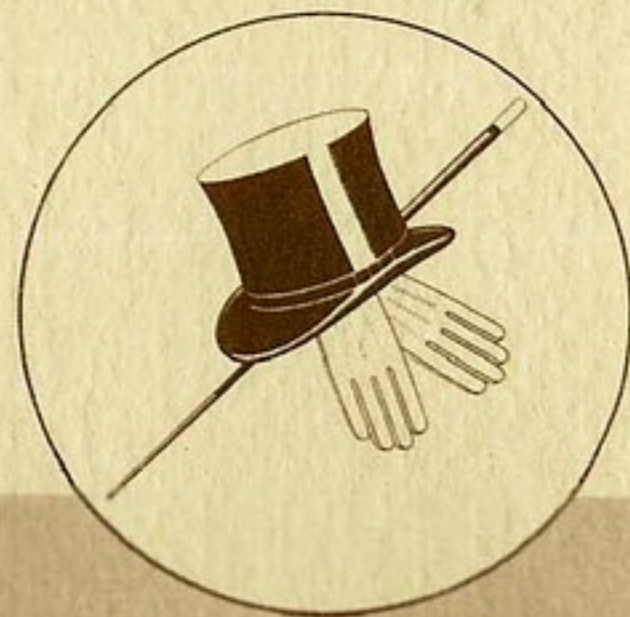
FOR SIX PASSENGERS

137 INCH WHEELBASE

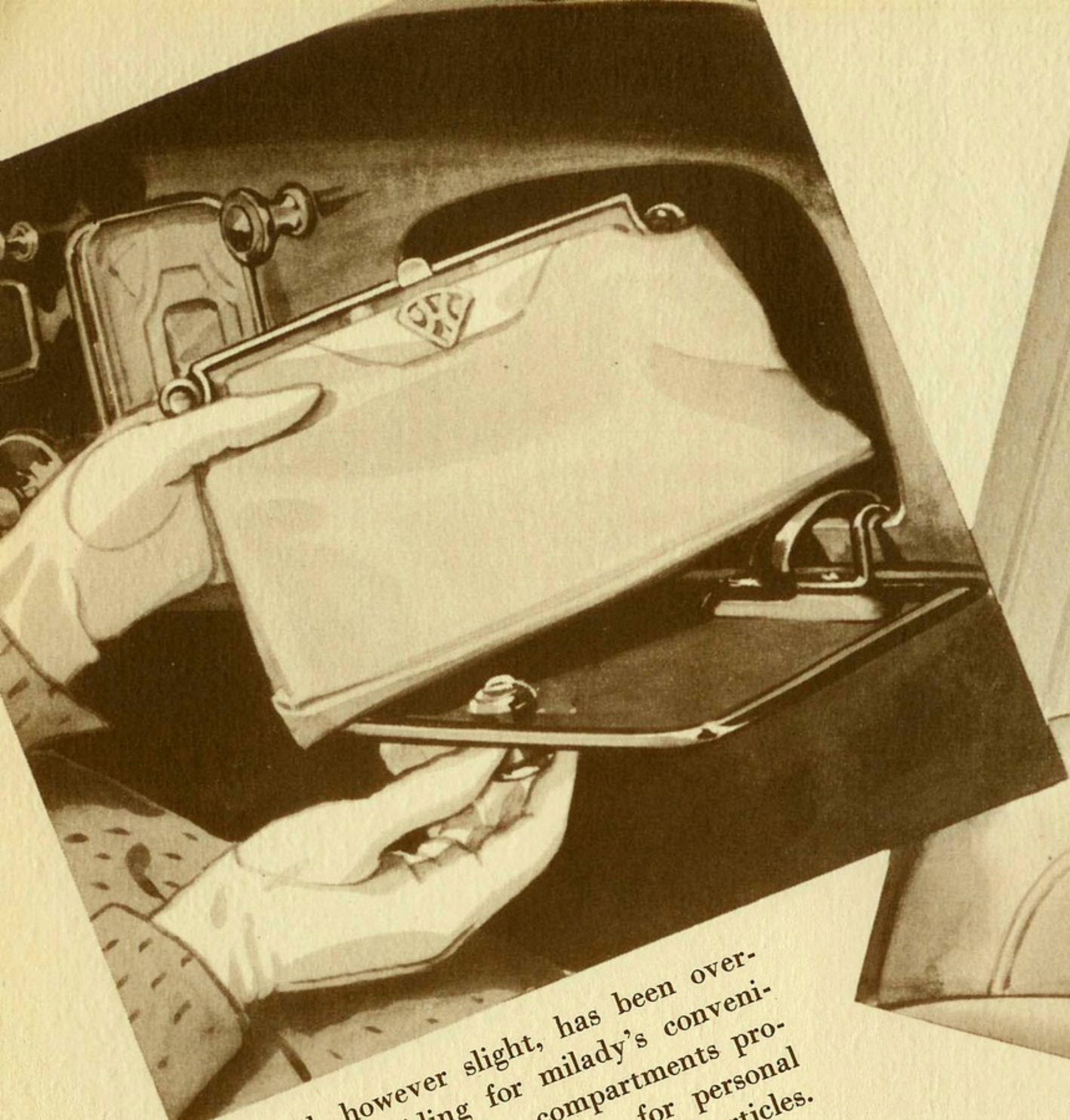


INTERIOR OF
AIRFLOW *Chrysler Custom Imperial* **SEDAN**

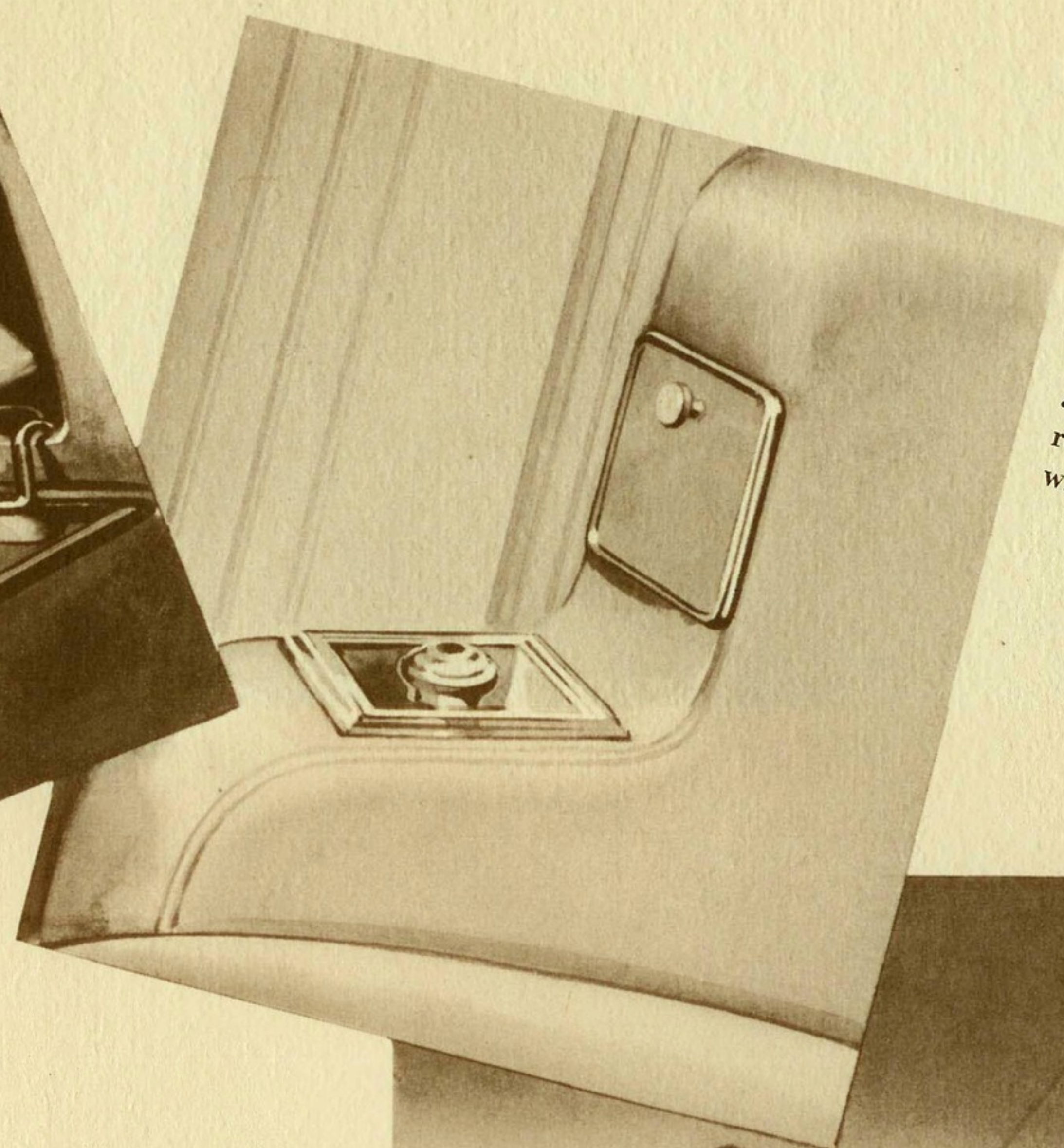
**FOR SIX
137 INCH**



**PASSENGERS
WHEELBASE**

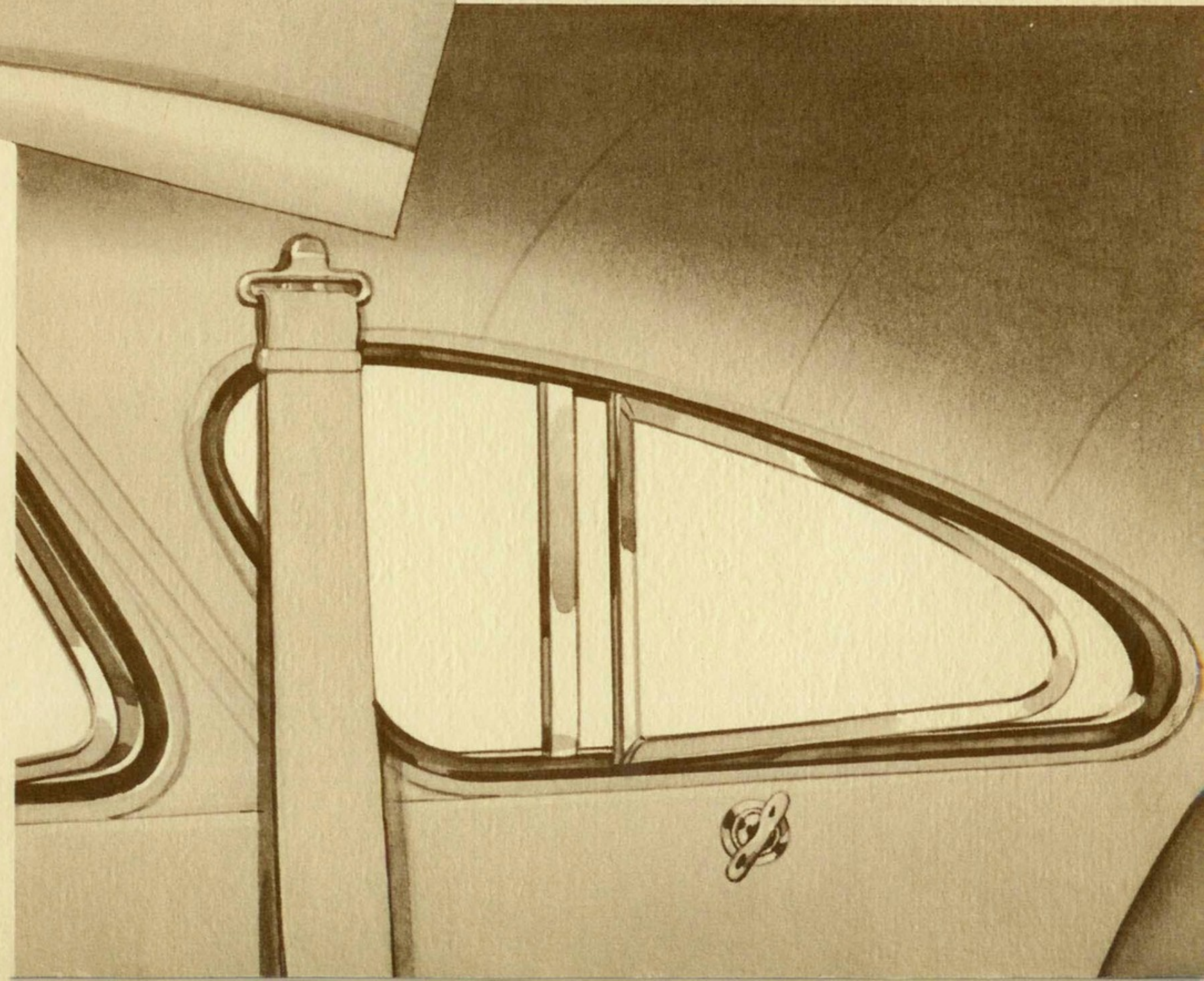


No detail, however slight, has been overlooked in providing for milady's convenience—smart new glove compartments provide an abundance of space for personal items such as gloves, purses or small articles.



High style in interior design is in evidence at every turn in the Airflow Custom Imperial. Deftly recessed in the contour of the deeply-cushioned rear arm rests are a lighter and a covered ash receiver—thoughtful provision is likewise made for front seat occupants.

Not a hair will be out of place as you step from your Airflow Custom Imperial, so efficient is Chrysler's "Draft-Free Ventilation"—a slight turn of the regulator handle provides all the advantages of outdoor freshness, controlled to suit your slightest whim.



A FEW OF THE

Airflow

**Custom Imperial's
SAFETY FEATURES**

*Safety Steel—Unit Body and
Frame Construction*



*Genuine 100% Hydraulic Brakes
with Stepped Wheel Cylinders*



*Life Guard Inner Tubes—with
blow-out proof protection*



Safety Glass Throughout



Safe Vision Headlights



Balanced Weight Distribution



Full Vision Windshield



Road Shock Eliminator



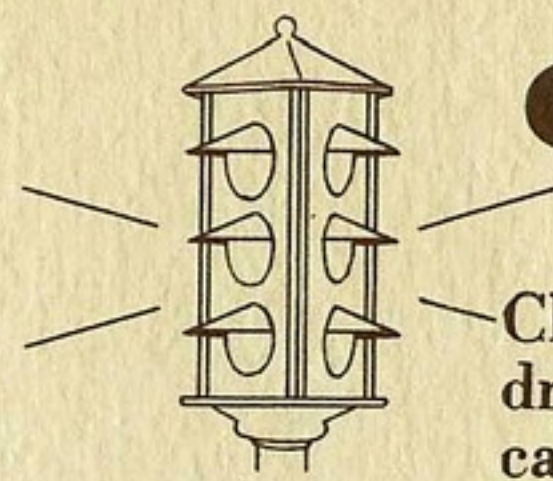
Hydraulic Shock Absorbers



Centrifuse Brake Drums



Ride Stabilizer



CHRYSLER'S GREAT

Safety Heritage

Chrysler Corporation's contributions to safe driving do not stop with the production of cars which offer every known safety feature.

Having produced the safest car to operate, the Chrysler Corporation seeks to encourage the car owner and driver to operate it safely—for the human factor is the most important safety factor.

Safety in driving is "Everybody's Business." Millions of motorists have, since June, 1935, seen the motion picture with that title which the Plymouth Division of Chrysler Corporation prepared to show drivers the importance of the one at the wheel in the safe and courteous operation of their cars.

Steel bodies were pioneered by Dodge as early as 1915, and Chrysler Corporation has led the automobile industry in steel body construction ever since.

In 1924 the original Chrysler car pioneered hydraulic brakes. All Chrysler-built cars have had them ever since.

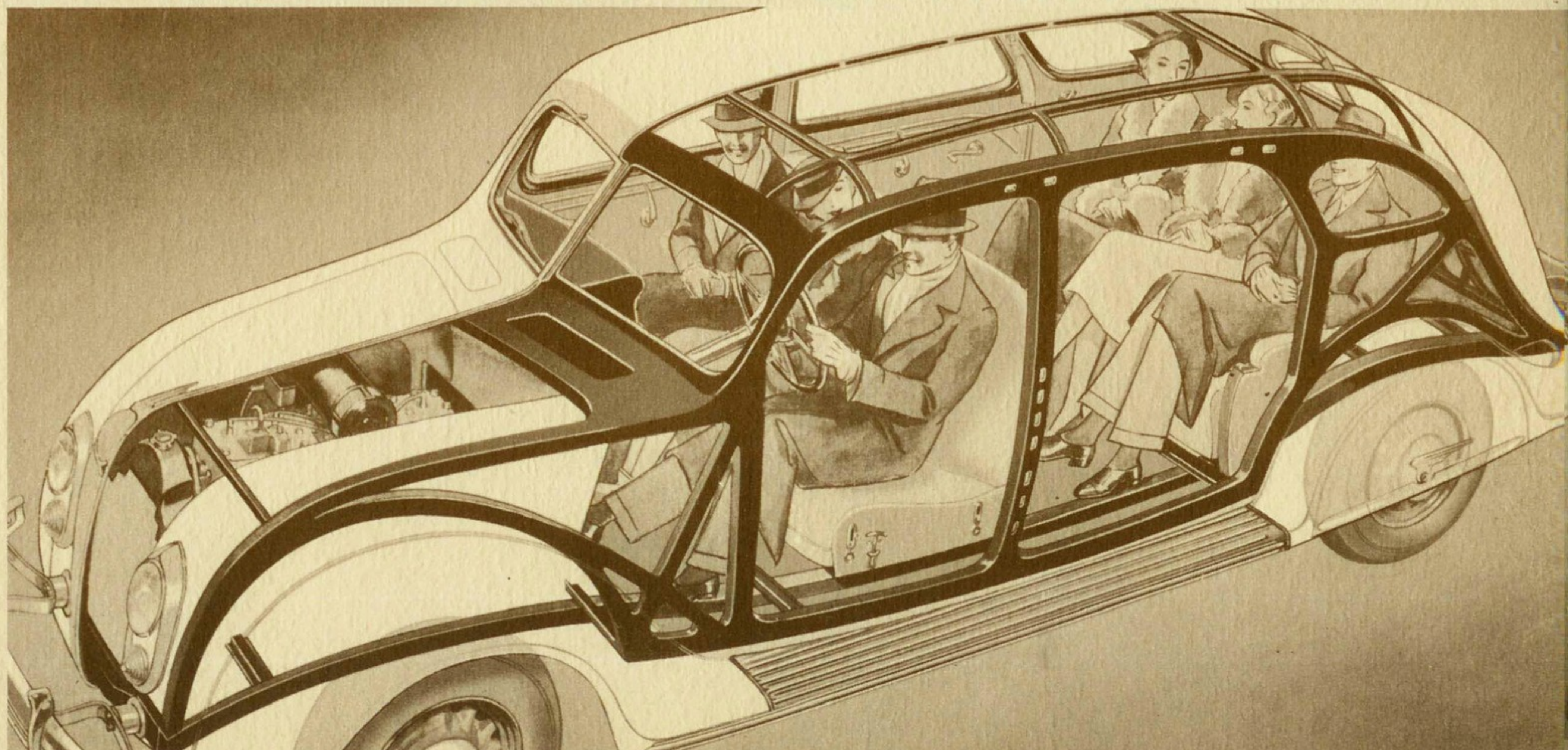
An army greater in number than that engaged in our national defense is constantly on duty to handle the nation's motor traffic, to get you where you want to go in safety.

Chrysler Corporation has equipped "Safety Education" cars for police departments. You have seen them in Detroit, in San Francisco and elsewhere.

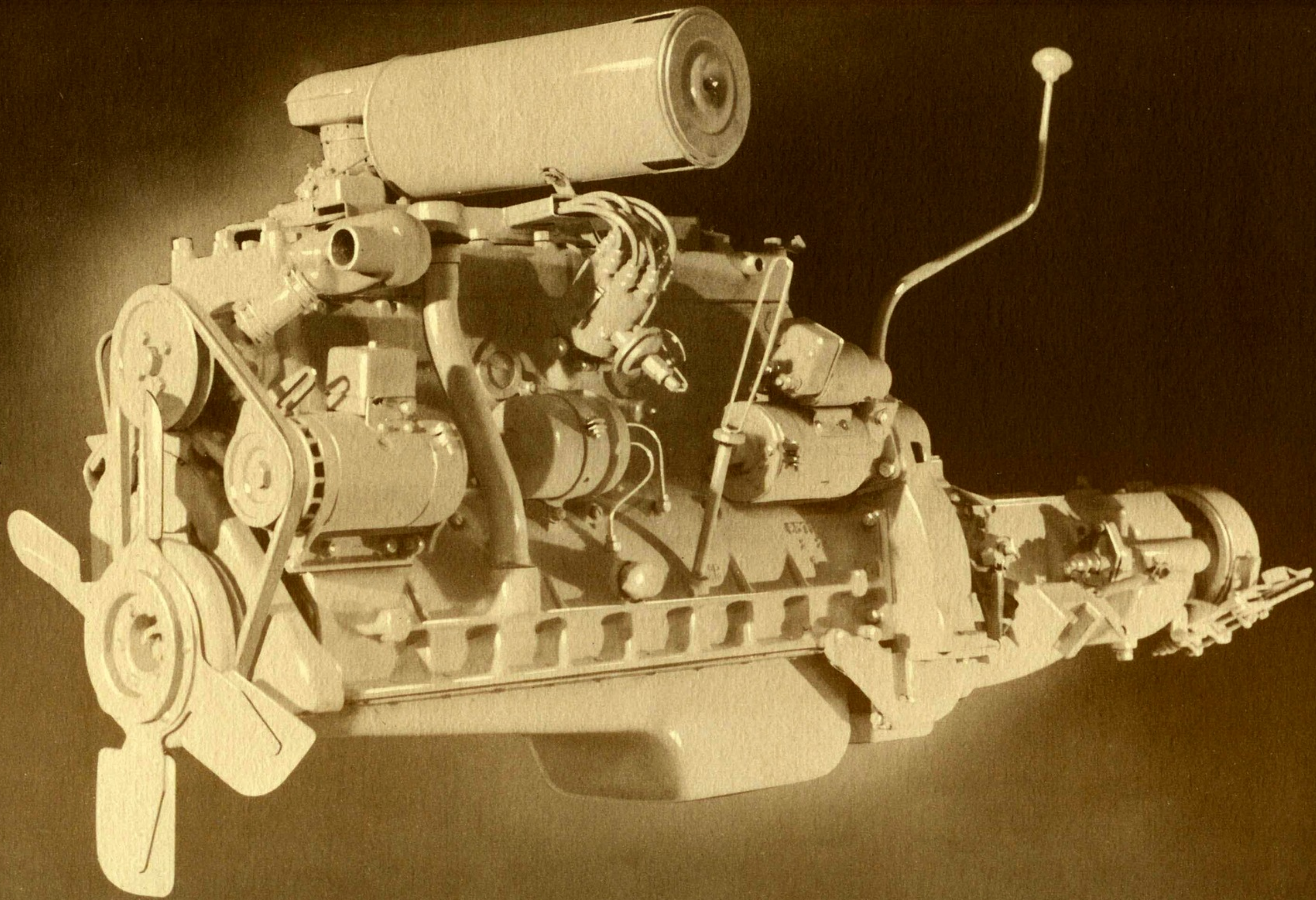
This work led to co-operation with the School Safety Patrols. The idea began in Detroit, where accidents at school intersections have been practically eliminated. Five thousand boys direct traffic while their school-mates cross in safety.

Be sure your next car has the safety features listed on this page. Be sure to keep your car in safe driving condition, and as you drive, think of the other person's rights on the road.

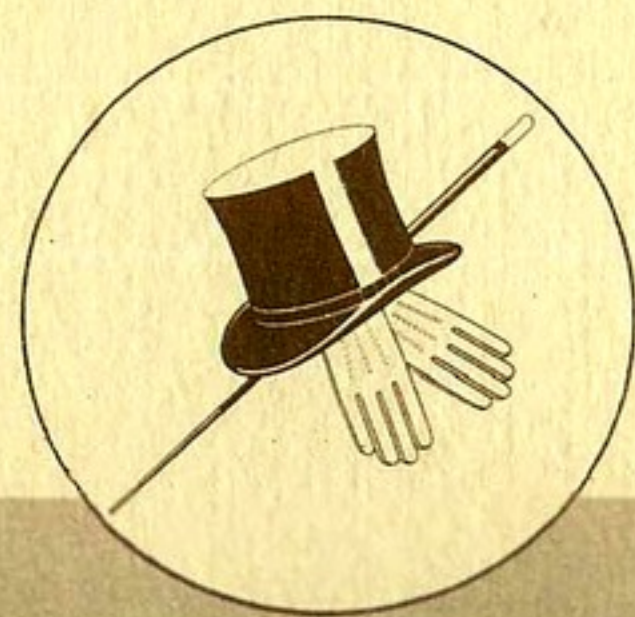
A car engineered for safety, driven by a safety-minded driver is Chrysler Corporation's aim in its efforts to promote safety on highways.



A RIDE INSIDE THE FRAME *Safest in the World*



If you like responsiveness in a motor car, you will thrill to the performance of the big, 130-Horsepower, Imperial engine—cradled in its Floating Power engine mountings that smother



all vibration—with Automatic Overdrive that cuts engine speed one third, increasing gasoline mileage as much as five miles per gallon, with corresponding savings in oil and wear of engine parts.

S P E C I F I C A T I O N S

AIRFLOW CHRYSLER

130 Horsepower



AXLE (Front)—Reverse Elliott seamless tubular—Ball thrust bearing at base steering knuckle head—spring cushioned ball and socket drag link joints. Road clearance 9 $\frac{1}{8}$ ".

AXLE (Rear)—Semi-floating pressed steel housing—Drive gears chrome nickel vanadium steel spiral bevel type—axle shaft "Amola" steel. Road clearance 9 $\frac{1}{2}$ ".

BODY (All Steel)—Body frame and sill are welded into one unit—fused girder bridge type construction—body panels and cross members are electrically welded—trussed and braced with steel at all points of stress.

BRAKE (Parking)—External contracting on cast iron drum located on drive shaft at rear of transmission; hand controlled, individually operated.

BRAKES (Service)—Chrysler internal expanding hydraulic, equipped with vacuum power booster, all four wheels—Centrifuse brake drums cast iron lined—drum diameter 13"—Molded asbestos lining 2" wide—Total contact area for car 198.8 sq. in.

CARBURETOR—Dual downdraft—Air cleaner integral with intake silencer—Automatic choke and manifold heat control.

CLUTCH—Single dry-plate—fully ventilated. Driven disc with woven asbestos facing. Torque cushioned by special coil springs.

COOLING SYSTEM—Water circulated by centrifugal pump. Cylinders and valves completely surrounded by large water passages—Water flow controlled by thermostat by-pass—Fin and tube radiator—Water capacity 4 $\frac{1}{4}$ gallons (3.55 Imperial gallons). Silent four-blade fan with impulse neutralizer mounted at end of crankshaft—Fan blades 20"—stagger-spaced to eliminate noise—"V" type belt with adjustment provided.

CRANKSHAFT—Statically and dynamically balanced—Eight counterweights forged integral with crankshaft—Supported on 5 steel backed bearings—Bearing diameter 2 $\frac{3}{4}$ "—Total bearing area 62.1 sq. in.

ENGINE—L-head type, water cooled, eight cylinders, four cycle—Bore, 3 $\frac{1}{4}$ ", stroke 4 $\frac{7}{8}$ "—S.A.E. horsepower 33.80—Developed horsepower at 3400 r.p.m. 130. Piston displacement 323.5 cu. in.—Aluminum cylinder head—Motor mounting patented Floating Power—Engine and transmission cradled in rubber as unit—Torque reaction taken by two rubber cushioned mountings on either side of rear Floating Power motor rest mounting—Firing order 1-6-2-5-8-3-7-4. Camshaft drop forged with cams and distributor drive integral—six bearings—Exhaust valve seat inserts of chromium tungsten steel—Full pressure lubrication to all crankshaft, camshaft and connecting rod bearings, also throw from crankshaft and camshaft—Timing chain lubricated by direct oil leads—Oil pump driven by timing shaft from spiral gear on camshaft—Oil filtered, cleansed and cooled by passage through oil filter—Oil capacity 6 quarts—Pressure gauge on dash—Level indicator on left side of crankcase—Crankcase ventilator.

ELECTRICAL SYSTEM—"Balanced Armature" Generator, third brush and voltage limit control, six volt type—Starter, six volt—Battery, 6 volt, 136 ampere hour capacity—Ignition, top outlet, eight lobe cam, waterproof distributor, single breaker-arm type, full automatic advance—Solar spark ignition.

FENDERS—Heavy one-piece sheet steel—rustproofed before finishing.

CUSTOM IMPERIAL

137 Inch Wheelbase



FREE WHEELING—Selective cam and roller type is a part of the over-drive assembly—Lockout button on instrument panel—Operates in all forward speeds, automatic lockout in reverse.

FUEL SYSTEM—Dual down-draft carburetor with idle speed adjustment and fixed jets—Positive fuel pump driven from camshaft, adjustable accelerating pump, automatic choke and idle control, intake silencer, air cleaner, automatic manifold heat control—Fuel tank 21 gallons (17.5 Imperial gallons).

OVER-DRIVE—All helical planetary gears—silent operation—provides slower engine speed at higher car speeds resulting in longer life, greater economy and smoother performance operation—automatic through accelerator pedal.

PISTONS—Special anodic treated light aluminum alloy—T-slot type two compression and two oil rings per piston.

PISTON PIN—Floating type—high manganese steel bearing in piston and rod.

PROPELLER SHAFT—Tubular, roller bearing type universal joints.

SPRINGS—New tapered leaf type—Semi-elliptic, front, length 44", width 2 $\frac{1}{4}$ ", fourteen leaves—rear, length 56 $\frac{7}{8}$ ", width 2", twelve leaves, silent U-threaded shackles—Rubber bushing in front end of rear springs.

STEERING GEAR—Mounted forward of left front axle—worm and roller type, ratio 20.5 to 1, adjustable for wear—Steering arm drop forging heat treated—Adjustable steering column—Road shock eliminator at front end of left front spring.

TIRES—Air wheel—non-skid tread on all wheels—size 7.50 x 16" with Life-Guard tubes.

TRANSMISSION—Syncro-silent transmission, helical type gears throughout, first speed and reverse operating on spirally cut spline, second speed operates on constant mesh helically cut gear—Overdrive unit at rear.

WHEELBASE—137", Overall length with bumpers 224 $\frac{7}{8}$ "—Tread 57" front, 57 $\frac{1}{4}$ " rear.

STANDARD EQUIPMENT—All body types, Automatic Overdrive, double acting hydraulic shock absorbers—Safety-beam headlamps, parking lights in combination with headlamp—Two automatic windshield wipers—non-glare rear view mirror—Cigar lighters front and rear compartments—Two combination stop and tail lights—Dual trumpet horns mounted under hood—Rear compartment dome light operated by door switch—Two inside adjustable sun visors on all models—Electric clock—Tachometer in combination with speedometer. Safety Glass in all windshields, side windows and pivoting ventilating wings. Metal spring covers. Wheel equipment—5 steel spoke wheels.

SPECIAL EQUIPMENT—Bumpers front and rear—bumper guards—spare tire and tube—gravel deflector—radio—rear wheel shields—De Luxe steering wheel—heater—chrome plated wheel discs—special colors and upholsteries—also, other items of special equipment and accessories available at nominal extra charge or on special order basis.

SPECIAL NOTICE—The manufacturer reserves the right to revise, change or modify the construction of Chrysler motor vehicles or any part thereof as he may see fit without incurring any obligation to install same on motor vehicles previously purchased.