



**LOOK
TO
CHRYSLER
FOR
LEADERSHIP!**

*—engineering, safety, comfort
and styling leadership*

Since 1924...

During the past thirty years, Chrysler Engineers have pioneered, developed or introduced a greater number of noteworthy Engineering and Design Features than any other group of Engineers in the Automobile Industry.

High-compression Engine * Power Brakes * Hydraulic Four-wheel Brakes
Power Steering * Independent Parking Brake * Carburetor Air Cleaner
Driflow Shock Absorber * Oil Filter * Fluid Drive * All-Steel Bodies
Airflow Body Design * Electric Windshield Wiper * Safety-Rim Wheel
Oilite Fuel Filter * Safety-Cushion Dash Panel * Waterproof Ignition
Cyclebonded Brake Linings * Rustproofed Bodies * Chair-height Seats
Rubber-cored Spring Shackles * Rubber-insulated Body Mountings
Engine Heat Indicator * Two-tone Upholstery * Down-draft Carburetor
The "Hard-top" Body Type * Automatic Overdrive Transmission
Defroster Vents for Windshield * Counterbalanced Engine Hood
Roller-bearing Universal Joints * Tapered Leaf Springs
Amola Steel * Resistor Spark Plugs * Power-operated Convertible Top
Exhaust Valve Seat Inserts * Electric Gasoline Gauge on Instrument Panel
Full-Flow Oil Filter * Disc Brakes * Ignition Key Starter
Rotor Type Oil Pump

You get the good things first from **CHRYSLER**

every car on the road today benefits from

CHRYSLER ENGINEERING

During the past thirty years, Chrysler Engineers have pioneered, developed, or introduced a greater number of noteworthy engineering and design features than any other corps of Engineers in the Automobile Industry. And this statement is not made boastfully, but purely as a matter of record and fact.

On the left is an imposing list of the more important engineering and design features which are accredited "Chrysler Firsts" in the Industry—a tribute in itself to the genius of Chrysler engineering and research.

Notice how many of these features are outstanding engineering achievements—milestones in the history of the development of the motor car. Such noteworthy features as hydraulic four-wheel brakes; high compression engine; power steering; power brakes; all steel bodies; automatic overdrive transmission, are some of the Chrysler engineering developments, which have, during the last thirty years, literally changed the course of, and set the pace in the automotive industry.

Notice how many of these features are being used today on cars other than Chrysler—an impressive number that points up, and emphasizes the downright truth of the well-known and well-founded saying that "You get the good things *first* from Chrysler."

It is safe to say that just about every motorist today derives some of the pleasure and satisfaction he gets from his car from an engineering or design feature that was pioneered or developed by Chry-

ler Engineers. Comfort, safety, economy, and performance features that were first introduced in Chrysler cars, are now generally used to make all cars safer, longer-lived, more economical to drive and maintain, and a greater pleasure to own.

The first Chrysler, introduced in 1924 with such new features as hydraulic four-wheel brakes, high-compression engine, oil filter, independent parking brake, air cleaner, and others, revolutionized the Industry and set new standards of performance, comfort, and safety.

Each new Chrysler, down through the years, has brought improvements and refinements in engineering and design. Each new Chrysler has been a step ahead of the expectations of a motoring public that has come to look to Chrysler for leadership—leadership in engineering—in safety—in comfort—in beauty—in performance. And, the 1954 Chryslers are the finest cars, in every respect, ever to bear the Chrysler name.

The 1954 Chrysler is **NUMBER ONE** in **POWER**. The 235 horsepower FirePower V-8 Engine is the most powerful engine in the Industry today. Also, it is the most advanced design, is the most efficient, and is capable of incomparable *performance*. Combined with this great engine is the PowerFlite fully-automatic transmission—the finest of all. Add, too, the unexcelled Chrysler Power Brakes, and Chrysler *Full-Time* Power Steering, and you have four of the greatest engineering features that have ever been developed for the automobile. *Anything less is yesterday's car!*

*the power and look of leadership are yours in a **CHRYSLER***

FIREPOWER

*the greatest
automobile
engine since
the first Chrysler
high-compression
engine in 1924!*

235
HORSEPOWER



The only NEW engine in the automobile industry today—and it is now over three years old—is the Chrysler FirePower V-8 engine—the NUMBER ONE in POWER—with hemispherical combustion chambers and lateral valve arrangement.

This revolutionary powerplant was introduced in the 1951 Chrysler after more than five years of

intensive developing and testing. Since that time, literally millions of miles of driving by Chrysler owners have proved that this is unquestionably the most efficient, most powerful and greatest performing engine in any standard production car in the world today.

Now rated at 235 h.p., Chrysler FirePower V-8 is

the most powerful engine in the industry . . . and the amazing fact is that this horsepower is obtained with a 7.5 compression ratio and using non-premium grade fuels. Compare this with the higher compression ratios of other engines . . . and with their imperative need to use only premium-grade gasolines. Here in itself is convincing evidence of the correctness of FirePower's basic design and of its incomparable efficiency.

But this wholly new-type engine is not only the most powerful—it is also the safest to drive. FirePower's tremendous accelerating and hill-climbing ability derives in part from the fact that it cruises at well below "load capacity." There is always a vast store of safety reserve power for you to draw on should you need it . . . for example, you can pass a car in less time, and in much shorter dis-

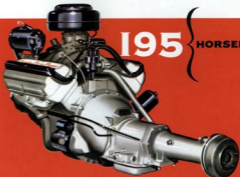
tance, and return to your own lane much quicker than is possible with any other engine.

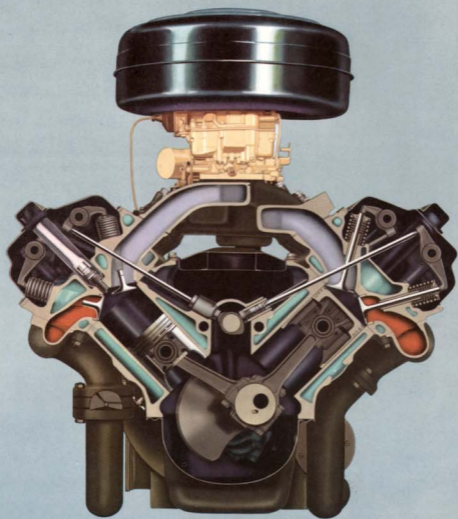
Is there a secret to this FirePower engine and what it can do?

In a sense, yes . . . in fact there are several "secrets." And perhaps the most dramatic of them all lies at the very heart of FirePower: the unique hemispherical combustion chamber. Here is where fuel energy is converted into actual Drive Power more efficiently, more effectively, and more completely than in any other type of engine.

For years the Hemispherical Combustion Chamber has been regarded as the ideal . . . and as such has been widely used in the aviation field, in racing cars, and in several expensive, low production sports cars of foreign make. It remained for Chrysler designers and engineers to make it prac-

195 HORSEPOWER





here's the
BIG
feature
they will all
follow

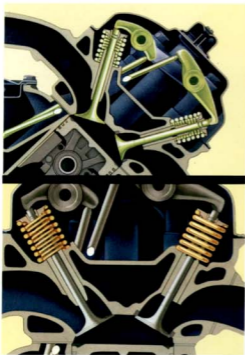


ticable for the standard passenger automobile. Today, this type of engine is still exclusive in American passenger cars with Chrysler-built cars. It has many advantages over the ordinary combustion chamber. Its very shape allows more even, more complete fuel combustion—it literally makes every drop of gas *do more*, since now all its power can be utilized. There is less surface area to absorb heat (a sure way to *save* power!). Spark plugs can be centrally located, allowing a shorter flame travel and thereby reducing the time required for combustion.

Again, its hemispherical design . . . without corners or “pockets” . . . results in an almost complete absence of carbon formation. And this becomes especially important the more miles you drive.

Many engines are just fine after 5,000 miles of use, but after about 15,000 they start to “carbon up” and lose power—sometimes as much as 15%. On the other hand, FirePower *keeps* its full Power almost indefinitely; after years of service it will still run “like new.”

Right now, conventional V-8 engines are being squeezed to the limits of their power and performance. This requires raising their compression ratios . . . which in turn necessitates the use of higher and higher octane fuel. It's becoming increasingly obvious to the motoring public that this can't go on forever. However, there is no established “ceiling” to FirePower performance or horsepower—already a 404 h.p. version has been put into actual use. And even at horsepowers far



Twin concentric valve springs give better high-speed performance . . . lengthen valve life. Valves have exceptionally high lift, contributing to FirePower's superior power output.

higher than the present 235, these Chrysler engines have proved themselves again and again on non-premium gasolines.

There are many other unusual design features that contribute to FirePower's unequalled performance. The lateral valve arrangement (as contrasted with the longitudinal arrangement used in other V-8 engines) is another Chrysler achievement. It permits the use of much larger valves . . . as well as free, unrestricted intake and exhaust porting. These extra large valves, together with outside manifolds, give FirePower superior "breathing" qualities—there is a freer and better flow of fuel-air mixture from carburetor through intake manifold into the combustion chamber and then out the

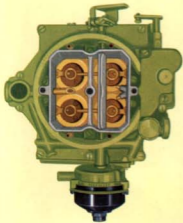
FirePower's ingenious and efficient valve train uses rocker arms and push rods . . . actuated by hydraulic tappets to insure quiet operation at all speeds.

exhaust valve and manifold to the muffler. And, as the large illustration at the right shows you, it's an easy *downhill* flow all the way. Your very first drive with FirePower will show you what this means, not only in sheer power and response but in utter smoothness and quietness as well.

Another noteworthy feature of the valve train is the Twin Concentric Valve Springs, shown in the illustration on the left. They make possible a more compact cylinder head design. At high speeds, the twin springs decrease the possibility of spring "surging," which results in the valve not closing completely. Also, they encourage controlled rotation of the valves at high speeds, increase valve life, and decrease frequency of valve regrinds. They are cadmium-plated to reduce corrosion and increase valve spring life.

Only recently, in winning the NASCAR Stock Car Championship at Daytona Beach, and the coveted Stevens Challenge Trophy under AAA supervision at the Indianapolis Speedway, the 235 h.p. FirePower engine demonstrated performance beyond the capabilities of all other contemporary engines. In a continuous 24-hour endurance run it covered 2,157 miles at an average speed of 89.89 m.p.h. Not a single engine repair or replacement was needed. A mere two pints of oil were consumed. Not a single drop of water had to be added to the cooling system . . . in fact the whole run could have been made with the hood sealed.

Wilbur Shaw, Speedway president, characterized this as "the world's toughest stock-car test" . . . and it was a stock Chrysler car that did it. With a regular "stock" FirePower engine. Identical in all ways with the FirePower engines you can drive at your own local Chrysler dealer's.



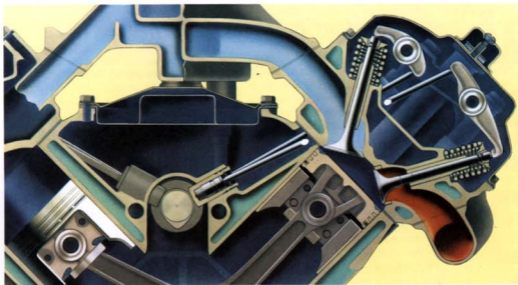
Dual-throated, four-barreled carburetor (left), developed expressly for this engine, insures equal fuel-air distribution to each bank of cylinders. Integral automatic choke insures positive starting.

Large water jackets around cylinders (right) lower operating temperatures . . . increasing valve life and giving smoother operation. Wide spacing of valves reduces possibility of valve-seat distortion.

These are by no means *all* the amazing facts about this justly celebrated engine. Innumerable details like its completely waterproof ignition system . . . its ingeniously designed oil filter . . . all play a vital role in FirePower's matchless performance. All were originated and introduced by Chrysler. They are still not to be found elsewhere.

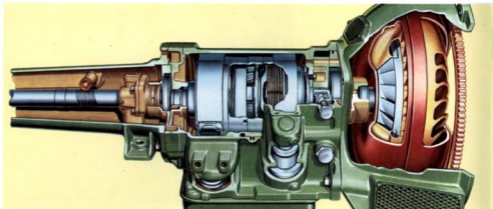
The important thing is that every fact we've stated here is so easily demonstrable . . . by you. Indeed, until you have first-hand experience with Chrysler FirePower, you simply cannot really appreciate the tremendous changes this one engine is making in today's motoring. But *with* it, you can truly drive as you have never driven before.

Cross-section, showing unrestricted "downhill" travel of fuel-air mixture from carburetor through intake manifold and valve into domed cylinder head . . . then out through exhaust valve and manifold to muffler.



POWERFLITE

fully-automatic transmission



*the smoothest, simplest,
greatest performer of them all!*

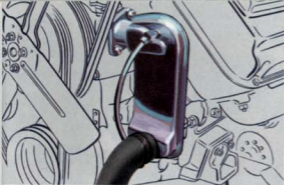
With the introduction of the remarkable PowerFlite automatic no-clutch transmission, Chrysler engineers have again made automotive history. We can confidently assert at the outset that never in your driving life have you experienced anything like it for accelerating power . . . safety of operation . . . smoothness . . . quietness . . . and for sheer ease of control.

In brief, it can be stated that PowerFlite is the *most automatic* of all no-shift drives on the road. It is also the *most powerful on accelerating*. It is the easiest to drive. It is the simplest in design, with many fewer parts, and sturdiest built . . . re-

quiring far less service to maintain. It is the lightest in weight. And it is the smoothest and quietest in operation.

Many motorists will recall Chrysler's history of pioneering in the transmission field . . . the famous Fluid Drive, for example, introduced in 1938, heralded an entirely new era in driving. Today, with PowerFlite, the Chrysler car endows its owner with new, effortless control of motion and greater safety in traffic and

*for the **FUN**
the thrill of driving!*



out on the open highway, that is far beyond the power of any other transmission currently on the market.

Combining the most flexible and efficient torque converter in any automobile, plus a fully-automatic two-speed planetary gear transmission, PowerFlite *adjusts itself* automatically to any power requirement and to every driving situation . . . with reflexes as quick as your own. The planetary gears have a 1.72 to 1 torque ratio and the torque converter has a ratio of 2.6 to 1, which gives PowerFlite a torque multiplication of 4.47 to 1 when starting in the "Drive" position. This is greater than any other automatic transmission built today, which insures a *break-away performance* of exceptional swiftness.

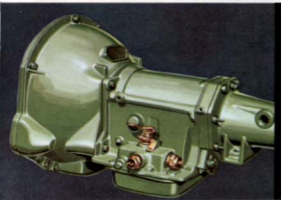
What does this mean to *you*, the driver?

It means that PowerFlite's enormous accelerating ability and telegraphic response to your command lets you pass a car on the road in less time and in less distance. It cuts to a minimum the time you spend on the wrong side of the road.

It means you can thread your way through traffic with far less work and far less worry.

It means your engine's actual Drive Power to

Built to Chrysler quality standards, PowerFlite offers the highest starting torque ratio in the industry—2.6 to 1. When combined with the 1.72 to 1 low gear, the over-all torque multiplication of 4.47 is unsurpassed for drive range operation.



Cooling water from radiator keeps transmission oil from overheating. Remarkable for the fewness and simplicity of its parts, Chrysler PowerFlite is also the sturdiest built of all automatic, no-clutch, no-shift transmissions in the Industry today.

the rear wheels is *doubled and re-doubled*.

And it means that, throughout the entire speed range, engine revolutions per minute can be held to a low level . . . eliminating noise and vibration, and substantially reducing engine wear and power loss.

Right now, PowerFlite is as much a sensation as it was when it was first introduced by Chrysler in 1953. But, indeed, that is hardly surprising when you consider how many points of advantage it has to offer. For example: a *single* Drive Range provides the right power for any road condition . . . there is no need for separate "city" and "country" ranges. No manual shifting is necessary at all. Upshifting takes place automatically at 15-65 m.p.h.; downshifting, at about 11 m.p.h. In each case, smoothly and noiselessly.

Unlike some other transmissions which merely provide three or four "fixed gear" ratios, PowerFlite gives you in effect an infinite number of gear ratios . . . without any mechanical lag or "jerkiness" in the shifting.

Unlike most other automatic transmissions, PowerFlite will not be damaged when the car is started by pushing . . . should you run out of gas, for example.

And, with as much as 110 *fewer parts* than the most complicated of competitive transmissions, the Chrysler PowerFlite fully-automatic transmission is built to maintain its superior performance for many, many more thousands of miles.

"Gated" selector lever positions on illuminated quadrant permit shifting by feel alone . . . makes rocking the car easy. R-N-D-L sequence eliminates possibility of car jerking forward unexpectedly when shifting to Reverse.



in traffic

No tension, no work, no worry! With PowerFlite's instant response you drive in traffic with delightful new ease, safety, and peace of mind.



on the getaway

With the highest starting torque ratio of any automatic transmission, PowerFlite lets you flash ahead the instant the light says "GO."



on the hills

Automatically adjusting itself to the power ratio you need, PowerFlite sweeps you up the steepest grades in one breathtaking, satisfying surge!



in passing

Safest of all in the pinches, PowerFlite outperforms every other automatic transmission in sharing vital seconds from the time it takes to pass another car on the road!



for service

Most ruggedly built... and with the fewest parts... PowerFlite is easiest of all to service. It's lightest of all, too—less weight to transport!



Driving's a

PLEASURE

with

POWERFLITE

Not until you actually try it can you possibly appreciate the never-ending thrill of driving with no-clutch PowerFlite transmission. We are not exaggerating when we say that never in the history of the Chrysler car has a new driving feature received such enthusiastic and wide acclaim from both men and women alike.

Driving with PowerFlite is simplicity itself. The selector lever quadrant has but four positions—Reverse, Neutral, Drive and Low. All your normal driving is done in "Drive." You will rarely use Low... perhaps just for "rocking" out of deep mud or snow or braking down steep hills. And

there is no Parking position because, with Chrysler's unusually strong and dependable Independent Parking Brake, there is no need for it.

For extra safety, PowerFlite's quadrant is designed so that you don't have to move the selector lever through a "forward" range in order to get into Reverse. For extra convenience, the selector lever is "gated"... gated stops have the effect of locking the lever in whatever position you desire. Simply by lifting the lever slightly toward you, it slips over to the next adjacent position easily and quickly. You can actually shift it from one position to another with feel alone.

Chrysler **POWER BRAKES**

the safest brakes in the world

Safeguard hydraulic brake—plus power brakes

Good brakes have always been vital to safe driving, and in Chrysler Power Brakes you have the ultimate in braking efficiency for today's high-performance automobiles. Step by step, as Chrysler's "Go" power has increased . . . so, too, has its *stopping* power. As a result, you can safely slow down or stop your Chrysler, equipped with Power Brakes, with *less than one-half the effort* you'd need to apply the conventional type of brake.

This tradition of Chrysler safety began with the original 1924-model Chrysler and has continued ever since. At that time Chrysler introduced the first 4-wheel hydraulic brakes . . . a universally acclaimed advance over the previous 2-wheel braking systems—and now used by all cars.

You probably know from your own experience how any car tends to nose-dive forward when stopping. When this happens, about two-thirds of the available braking traction is at the *front* wheels.

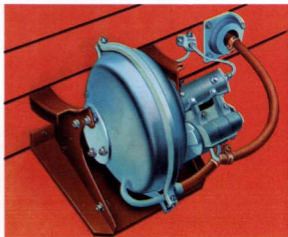
To make fullest use of this extra traction, Chrysler Safeguard Hydraulic Brakes have *two* brake cylinders . . . each anchored to a separate brake shoe . . . in each front brake. Each shoe is forced evenly and independently against the brake drum for positive, *controlled* braking action.

Compare this design with the ordinary type of front-wheel brake. In most other cars you will find only a single cylinder and anchor for each pair of shoes. This causes one shoe to "react" on the other . . . which can result in

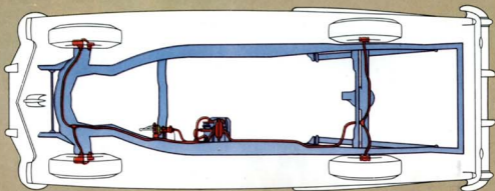
erratic, unpredictable and unsafe braking action. These Servo-type brakes just can't compare with Chrysler Safeguard brakes in sureness and uniformity of action.

Of course, today's Chrysler brakes go far beyond this. It may surprise you to know that "power braking" as such was first introduced by Chrysler as far back as 1932 and have been used ever since—they are nothing *new* with Chrysler. The hydraulically controlled vacuum booster that serves you today greatly reduces the pedal pressure needed for smooth, swift, straight-line stops.

There is no "new feel" to Chrysler Power Brakes



The Power Brake Unit is securely mounted on the frame side-rail beneath the driver's seat and the housing is sturdily built to protect the mechanism that actuates the brakes. The illustration above shows the installation of the unit.



... there is nothing new to learn. Their greater reserve power means *extra safety* in emergencies. With normal pedal travel you get instantaneous, yet silken smooth response ... and even without engine power, you still have complete control with the regular hydraulic brake system.

This may sound like a pretty infallible arrangement, and in truth it is. Chrysler designers and engineers believe that no safety measure is ever "superfluous" ... and so we feel we're on firm ground in stating categorically that today's Chrysler is the safest car you can drive. Even such a comparative detail as brake linings ... Chrysler Cyclebond linings are *bonded* to the shoes so securely that they have a holding strength 400% greater than ordinary riveted linings. Having no rivets, these linings are usable for virtually their entire thickness. Having no rivets, they greatly lessen the hazard of scored or scratched brake drums, which means lower maintenance costs.

Not least among the many advantages of Chrysler Power Brakes is the fact that this system is standard equipment on the majority of Chrysler models ... whereas most competitive types of power braking are extra cost items.

Finally, a word is not amiss here about still another important safety feature—Chrysler is the only car in its class with a parking brake *entirely independent of the service brakes*. This hand-operated brake, acting directly on the drive shaft, is a reserve source of braking action. Actual in-use experience has shown that it has *four times the holding power* of competitive types of parking brake ... even on the steepest hills.

you are **SAFE**
in a Chrysler!

another Chrysler "first"



Content and profitable in its "let." Full-Time Power Steering helps you hold an even, steady course over the roughest terrain . . . eliminates road shock and all wheel-jobs, even in a blur-out!



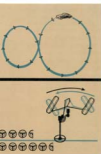
New direction in traffic! Steering 80% of all the steering work, Full-Time Power Steering responds instantly to your gradual position . . . giving you new security and new safety of our roads.



Parking without strain or exertion! Chrysler Full-Time Power Steering is so soft and effortless that many drivers "growler" it for elderly or less robust persons who wish to drive.

POWER STEERING

full-time power steering safe - effortless



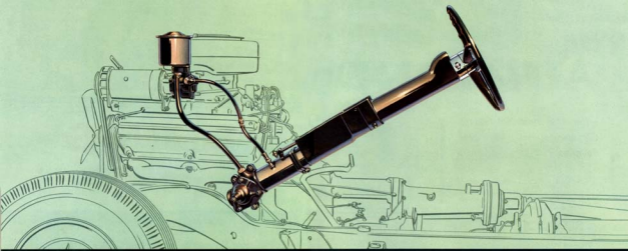
If you have never driven with Chrysler Full-Time Power Steering, you have a thrilling . . . and utterly delightful . . . experience awaiting you. In the entire history of the automobile there has never been an innovation which has so completely aroused the enthusiasm of the motoring public. Power Steering's debut in 1961 was not only another example of Chrysler engineering leadership—another Chrysler Engineering "First" . . . but it set off a wave of imitation throughout the whole automotive industry. Today, almost all car manufacturers have seen the wisdom of following Chrysler's lead in one form or another. But . . . and this is significant . . . Chrysler's is still the only Full-Time Power Steering on the market.

"Full-Time"—two little words—but of tremendous import to you. For this is the one type of Power Steering that is "on the job" every minute and every mile you drive.

Most other types of Power Steering require you to exert up to 5 lbs. hand pressure on the steering wheel before they even become effective . . . Chrysler Full-Time Power Steering is fully operative the very instant you switch on the ignition.

Chrysler Full-Time Power Steering provides constant protection, constant feel of the road, and finger-tip ease of control all the





*the most amazing
mechanism ever designed
for the automobile*

time you're behind the wheel and not just part time as with other power steering mechanisms. This is an important distinction and we recommend you make sure of it whenever you buy any car that's advertised as having Power Steering.

There is no trick to Chrysler Power Steering. You steer the car in a perfectly natural and normal manner . . . but all the time hydraulic power relieves you of four-fifths the effort of turning the wheel. No other type of power steering does so much of the actual physical work of steering.

You are in complete control at all times and at all speeds . . . the "feel" of the wheel in your hands being always constant and predictable.

Even a short drive in a new Chrysler will show you how amazingly Full-Time Power Steering contributes to your driving safety and comfort. You can drive all day . . . and end up as relaxed and refreshed as when you started. You can hold a true, steady course over the worst "washboard" roads and on soft shoulders. Wheel-tight is entirely absent, even in a sudden blowout, all road shock

being absorbed by the Power Steering mechanism itself. Parking becomes easier than you ever thought possible . . . you can slip deftly into spaces you never dared attempt before, literally turning the wheel with one finger if you choose.

Equally important to ease and safety of control . . . with Full-Time Power Steering, just three and one-half turns of the steering wheel will move the front wheels from full left to full right, or back. Most other types of power steering require as many as five and one-half turns.

AIR CONDITIONING

*— the most important feature
Chrysler engineers have ever
developed for your comfort*

Total escape from hot weather driving discomfort became an accomplished fact in 1950 with the introduction of Chrysler Air Conditioning for passenger cars. This welcome new development is the most efficient, highest capacity air conditioning system on the road today.

It is the product of two great engineering teams: Chrysler . . . and the famous Airtemp Division of Chrysler Corporation, foremost manufacturer of residential, commercial, and industrial air-conditioning equipment.

Beautifully and compactly designed for special use in Chrysler cars, Chrysler Air Conditioning is a tremendous advance over the ordinary type of air conditioning offered in other cars. Of major importance . . . here is not just "old air" recirculated inside your car, but a cool and constant supply of fresh, clean air. More than you get from any other car air-conditioning system, and all of it fresh, filtered and dehumidified.

How do you work it? . . . and what happens?

Right before you on the dashboard is a single switch. All you do, on entering your car, is to flick it on to Low, Medium or High position, whichever you desire. There are no complicated controls



The Compressor is installed at the right front corner and drives the engine, where it occupies less than one cubic foot of underhood space.

Illustrated above are the upper Condenser, mounted in front of the radiator, and the lower Evaporator between the bottom of the radiator and the inner shield.

The Evaporator and Blower units are neatly and compactly installed in the tiller-end space at the forward end of the large luggage compartment.





to fool with . . . nothing that you have to watch. Within seconds, quick, cooling relief makes itself felt. In fact, within two minutes the "cool down" is so rapid and complete that car temperature drops well into the comfort zone—even when outside heat is over 100° Fahrenheit. Then, as you drive along, the car interior stabilizes itself in the comfortable seventies.

But that's not all. Humidity . . . which is generally considered an even worse torment than heat . . . is eliminated with equal thoroughness. Excess moisture in the air is condensed. Dust and pollen is filtered out. Even tobacco smoke vanishes. In the most sweltering weather, you ride in cool, dry comfort—and you can even keep the windows

completely closed, if you like, because the air inside the car never goes stale.

An important advantage that Chrysler Air Conditioning offers, over all others, is the fact that its comfort efficiency is also greater than any other at the slower speeds. You probably well understand yourself how the problem of cooling a car is greatest when you're "traffic crawling." Here again Chrysler Air Conditioning has no rival . . . at traffic speeds it actually draws in *60% more fresh air than any other system.*

Some types of air conditioning have caused people to complain of chilliness. In the Chrysler system, automatic controls prevent that. Again, some types of car air conditioning literally cause a



A single dashboard switch is all you have to operate . . . and it's just a matter of turning it to Low, Medium, or High when you enter the car!

"pain in the neck" . . . but Chrysler does not employ draft-producing air ducts that direct a strong jet of air at your sensitive skin. Instead, a gentle distribution of cooling fresh air is layered just under the car ceiling . . . by means of special cool-air louvers located in the shelf just ahead of the rear window.

In connection with this you will find that, with Chrysler, blowers draw in the fresh air through the intake grilles—there is no need for external "air scoops" which in themselves depend on high car speed to work at their best.

Your personal comfort is naturally such an intimate matter that we would like to suggest you compare Chrysler Air Conditioning with any other you wish. And do it on a real "dog day" if you can! We are confident it will mean a lot to you to have discovered an air conditioning system that so convincingly out-performs any you may have driven with before.

You will like its looks . . . because it has no looks. In fact, the only visible parts are the dashboard switch and the handsomely styled air-intake grilles located below the rear window on each side of the car. The air conditioning mechanism itself . . . blowers, condensers, compressor units . . . are all positioned in little-used parts of the car, out

of sight. No usable passenger or luggage space is "stolen" to provide for this comfort feature.

To summarize, Chrysler Airtemp Air Conditioning gives you five outstanding advantages. These are rapid car cool-down, from 120° to 85° within approximately two minutes; comfortable equalized temperature under severe conditions; cool, fresh, dehumidified air that dispels tobacco smoke; simplicity of operation; and compact design.

The Chrysler heater . . . a separate unit from the air conditioning system just discussed . . . gives you "warm as toast" comfort in the cold months by means of big-capacity, floor-to-roof air circulation. Some car heaters draw in outside air through low forward intakes . . . furnishing you liberally with dust and exhaust fumes from the car ahead. In addition, the air thus obtained must go through the engine compartment on its way in.

In your Chrysler, however, fresh air for the heater enters through the large cowl vent which, being so much higher off the road, brings in appreciably cleaner air. This warm fresh air enters the car interior along the floor and gradually rises, assuring even heat from floor to roof. A separate defroster blower keeps windows and windshield free from frost and fog for clear, unclouded vision.



Compactly designed for use in Chrysler cars, Chrysler Air Conditioning employs no unsightly external air "scoops." Instead, handsome, flush-laid air intake grilles blend with car's sleek, clean-cut exterior beauty. Concealed mechanism within the car does not "steal" useful passenger or luggage space.



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