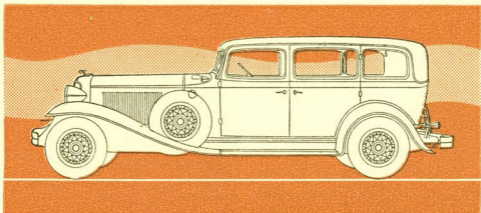


CHRYSLER

FLOATING

POWER

and the greatest group
of engineering develop-
ments of modern times



A NEW EXPERIENCE IN MOTORING

Chrysler Sixes and Eights
with Floating Power

THE NEW 1932 Chryslers, with Patented Floating Power and the greatest group of engineering developments of modern times, represent the finest and most impressive achievement of an engineering corps respected throughout the entire automotive industry for its many brilliant successes and revolutionary advances in automotive design.

Always noted for brilliance of performance and modernness of design, Chrysler cars are now more than ever characterized by new, proven ideas in automobile construction, new standards of mechanical excellence, incomparable new performance, amazing new comfort and luxury, thrilling new beauty, and

new effortless ease of control.

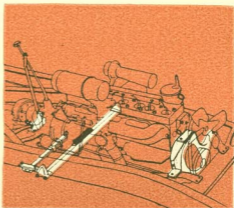
Heading the list of great developments that Chrysler now offers is *Floating Power*—patented Chrysler *Floating Power*—which takes first place among engineering developments of the decade.

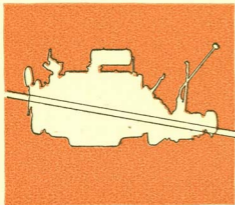
Floating Power gives Chrysler performance a smoothness never before expected of a motor car. When driving at any car speed, power tremor is absolutely wiped out of both frame and body. The great flow of Chrysler power at all speeds is incredibly smooth and soft and silent—calm and quiet as a millpond. Scientific minds regard it as the greatest single advantage a modern motor car could have.

Floating Power is an entirely new *kind* of engine suspension.

Instead of the conventional mounting in which the engine is bolted to the frame at three or more points, the Chrysler power plant is supported at only two points in such a manner that the engine is cradled in perfect balance and permitted to rock slightly.

With this new and revolutionary type of engine suspension, power impulses from the engine never reach either the frame or the body—because the impulses are absorbed at their source by the slight oscillation of the engine in its mountings.





The result is an entirely *new kind of performance.*

Floating Power creates a fascinating new "feeling" in motoring—a new smoothness impossible to describe, but noticeable the moment you take the wheel and start the car in motion. Previously, there had been nothing else like Floating Power—nothing *nearly* like it—in principle or in results. Today, there are just *two* kinds of motor cars—those that *have* Floating Power, with its great advantages, and those that *do not*.

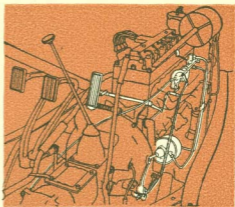
If *Floating Power* were the only new feature to which Chrysler might point with pride, these fine new Chryslers would still be the most talked of cars of the day. But Chrysler engineering has not stopped here. Many other improvements have been made that will strongly influence the future trend in automotive design. There is an Automatic Clutch, a Silent Gear Selector, highly perfected Free Wheeling, a new Double-Drop Girder-Truss Frame, all-steel insulated bodies, Hydraulic Brakes with new Centrifuse Drums, Oilite squeak-proof springs, new effortless steering and some score or more of similar basically correct advancements, all of which combine to produce the most enjoyable and effortless motor car operation you ever experienced.



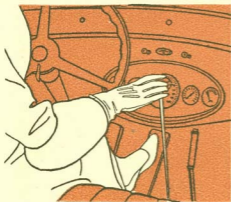
A U T O M A T I C C L U T C H

CHRYSLER cars have an Automatic Clutch. And worthy of note is the fact that it is automatic in the full sense of the term. In Chrysler cars there has been no compromise, no makeshift, no half measures in making this important new device available to the motoring public. There is a small charge for its installation in the Six.

Here is a typical example of the thoroughness which identifies all contributions of the Chrysler engineering corps: The driver takes his place behind the wheel and starts the engine. He places the gear selector in the desired position, either forward or reverse, touches the accelerator, and that's all there is to it. The clutch pedal may be completely forgotten. This new development



requires nothing more than the lifting of the foot from the accelerator to accomplish de-clutching. It is not necessary to touch the clutch pedal at any time—whether starting from a standstill, forward or backward, or selecting any forward gear at any speed.



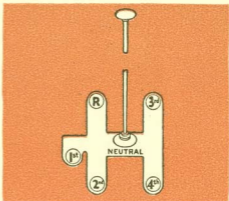
SILENT GEAR SELECTOR

COMBINED with Free Wheeling, which is now a feature of Chrysler Sixes and Eights alike, Chrysler's new Automatic

Clutch is responsible for another pronounced advancement towards simplified motor car operation.

This is the Silent Gear Selector. With this feature, the correct shifting of gears becomes as natural as the movement of the wrist. This is because the Chrysler Free Wheeling unit, located at the rear of the transmission, and the Automatic Clutch, located at the front of the transmission, come into play at the same instant when the foot is removed from the accelerator.

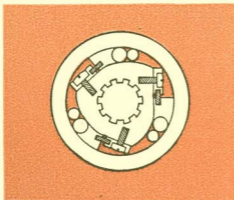
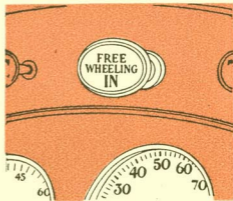
Thus disconnected both at the front and the rear, the transmission (4-speed with dual high gears in the Eights, constant mesh with silent second in the Six) becomes a free and floating unit completely isolated from the rest of the mechanism. The gears are at rest. Going from one gear to another becomes simply a matter of selection. Regardless of car or engine speed, any gear may be selected without the slightest clash. The operation is perfectly silent.



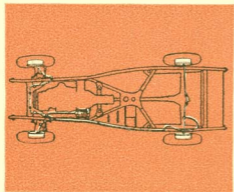
F R E E W H E E L I N G

FREE Wheeling is available on all Chrysler cars without extra charge. Chrysler engineers did not adopt Free Wheeling until they had developed an installation that was simple in construction and able to function in all forward speeds. Chrysler also pioneered in placing the Free Wheeling control button on the instrument panel, obviously the most accessible and consequently the most logical position for this control.

Chrysler's Free Wheeling is an entirely separate unit at the rear of the transmission. When free-wheeling in a Chrysler, the gears are at a complete standstill, disconnected from both the engine and the rear wheels. This not only provides *real* Free Wheeling, but makes possible the new kind of effortless shifting



enjoyed with the Silent Gear Selector. A control button on the dash enables you to choose between driving with both Free Wheeling and the Automatic Clutch in operation; with Free Wheeling without the Automatic Clutch; or in conventional gear without either of these features.

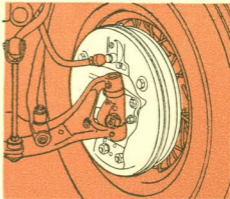


HYDRAULIC BRAKES WITH CENTRIFUSE DRUMS

GIVING quick, soft, sure and safe braking action, Hydraulic Brakes have been an outstanding feature of all Chrysler cars

since their very inception. They excel because they are simpler. Operating on the physical law that force exerted on a column of liquid is expended equally in all directions, Chrysler hydraulic brakes are positive and self-equalizing. They require no lubrication. Simplicity of construction eliminates the numerous rods, toggles, joints, etc., that are common to conventional braking systems. With the adoption of Free Wheeling, brakes become an even more important unit of construction and Chrysler engineers have improved them through the adoption of the new Centrifuse Brake Drum.

In these drums, cast iron is spun at high speeds into an external steel drum by centrifugal force; the two metals fuse inseparably into a single unit. This results in longer life for brake drum, brake band and tire because of cooler operation. Deceleration is made smoother and quieter.

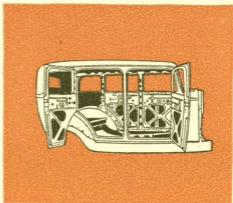


ALL-STEEL INSULATED BODIES

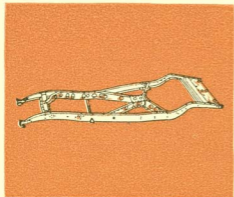
THE American public is becoming more and more aware of the advantages that are to be obtained in the strong, safe and permanently silent construction of Chrysler All-Steel Bodies.

The new all-steel construction, used on all Chrysler cars except the Imperial Custom series, combines modern grace of line, beauty and style with light weight, strength, safety, quietness and durability. The use of sound-deadening insulation on all body panels adds to the solidity and quietness that are outstanding characteristics of this type of construction.

The new visorless sloping front, graceful rear panel and higher, wider and more prominent belt mouldings add to the fleet appearance of the various body models and reduce wind resistance to a marked degree.



Chrysler engineering and manufacturing leadership is expressed as eloquently in Chrysler coachwork as it is in engine and chassis. Interiors and fittings reflect the finest standards of good taste and modern smartness. All closed cars are wired for radio.



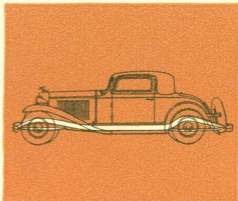
DOUBLE-DROP GIRDER-TRUSS FRAME

AS YOU examine the unusual construction of the new Chrysler Double-Drop Girder-Truss Frame, you are immediately impressed by its rugged fabrication and thoroughly convinced that a stronger foundation could hardly have been devised.

This extraordinary strength has been accomplished by a more scientific formation of large-dimension side members securely joined, braced and cross-braced by rigid steel trusses. Thus the resistance to distortion of Chrysler frames has been increased from eleven to twelve times that of the older type of frame design.

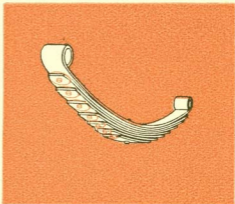
The double-drop construction provides an extreme low center of gravity, with resultant safety, ease of control and exceptionally fine roadability, an important factor in cars with the flashing performance abilities of these fine new Chryslers. It has also given Chrysler stylists free rein in the application of new standards of Chrysler beauty of line, contour, and the fleet appearance for which Chrysler products have so long been noted.

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OILITE SQUEAK-PROOF SPRINGS

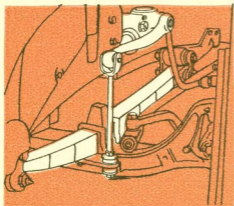
CHRYSLER Oilite Squeak-Proof Springs completely eliminate the need for spring lubrication at any time during the life of the car. Discs of Oilite metal, a patented Chrysler development, are inserted between the spring leaves. This metal is bronze-like in appearance; it is porous and 35% of its volume is oil. Heat generated by spring friction draws the oil to the surface of the metal thus providing constant lubrication. As the metal cools, the oil is re-absorbed. Oilite Squeak-Proof Springs are standard on all Chrysler Eights and available as special equipment on the Six.



LOW CENTER OF GRAVITY



Due to the unusual design of the Double-Drop Girder-Truss Frame and the insulated All-Steel Body, the center of gravity of Chrysler cars is extraordinarily low. This assures an exceptional factor of safety as well as steadiness on any kind of road, and the maximum in modern-day performance.



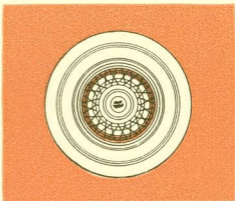
DOUBLE-ACTION SHOCK ABSORBERS

DDOUBLE-action Hydraulic shock absorbers on all four springs are standard equipment without extra cost on the

Chrysler Six and all Chrysler Eights. This effective control of the action of the long flexible semi-elliptic springs supplements such additional features as the Oilite Squeak-Proof Springs, the low center of gravity of the entire car, and the scientifically designed spring shackles, to provide an exceptional degree of riding comfort and maneuverability at any road speed. Metal spring covers afford proper protection against dirt and grit and contribute effectively to the clean-cut appearance of the chassis.

SMALL BASE WHEELS—LARGE TIRES

Chrysler engineers were first to recognize the many benefits of small base wheels and large balloon cord tires, a feature which has since been universally adopted. This feature helps to make possible the welcome comfort and smooth riding qualities for which Chrysler cars are so justly noted.

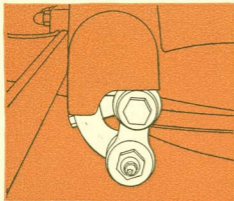
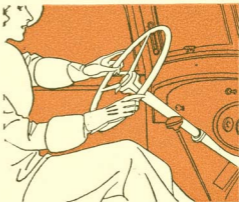


E F F O R T L E S S S T E E R I N G

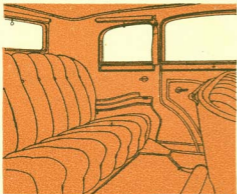
THE new Chryslers steer with a touch. Women especially enjoy Chrysler steering. It not only makes driving easier, but

it is so much easier to get in and out of parking spaces. And Chrysler steering is protected from road-shock. You never "feel the road" through the steering wheel.

Ordinarily the movement of a car over an uneven surface results in jolts and jars that, in less scientifically designed cars, are transmitted into the driver's hands through the steering shaft and wheel. This is due to the fact that the ordinary rigid bushing type of front spring mounting does not permit free action. A new spring shock eliminator or kick-shackle, mounted at the front end of the left forward spring, completely absorbs



these shocks at the spring shackle and in this manner prevents their reaching the steering wheel. While Chrysler cars have always been notable for their finger-touch, pivotal type steering with semi-irreversible worm and roller, this innovation goes a step further by providing effective shock elimination.



R E S T F U L I N T E R I O R S

WHEN exterior beauty is as appealing as that of the new Chryslers, there is a natural expectancy of tastefully finished, restful, luxurious interiors. Chrysler style research, coupled with unstinted provision for the finest quality of materials and fabrics throughout, has never been more in evidence than in the fine richness of interior body trim and fittings.

Harmonizing materials, selected with discrimination for both appearance and wearing qualities and in tones to supplement those of the exterior, are applied by master upholsterers.

Despite the exceptional lowness of the new Chryslers, not a fraction of an inch has been sacrificed in the roominess of the bodies. There is actually more room in Chrysler All-Steel insulated bodies than would be possible if the ordinary wood-and-steel type were used.

Deep, restful luxury-type cushions and a tasteful array of lustrous hardware and fittings assure the ultimate in comfortable motor transportation.

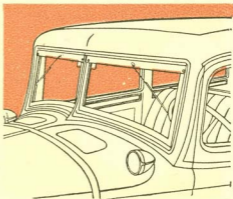
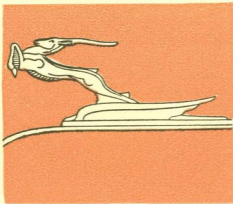


DOUBLE WINDSHIELD

HIGHLY characteristic of the manner in which Chrysler engineers blend practicability with individuality and modern smartness is the pleasing design of the sloping double windshield. Here comfort, safety and beauty have been combined to a most unusual degree.

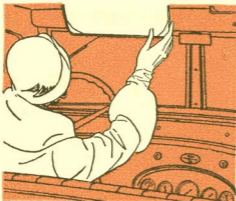
This feature not only reduces annoying night glare and dangerous reflection of lights to a minimum but it tends to lower wind resistance and at the same time adds strikingly to the fleet, flowing lines and contours of the entire car's appearance.

Double cowl ventilators and double windshield wipers assure proper ventilation and vision under any and all conditions of weather.



BEAUTY OF DETAIL

Harmony of design is immediately evident in even the smallest or least important details of Chrysler cars. Lamps, door handles, hub caps and similar fittings, both exterior and interior, all conform to a uniform motif. The radiator cap is a typical example.



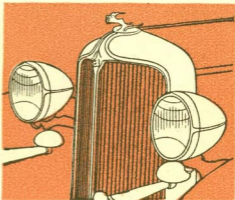
I N T E R I O R S U N V I S O R S

ALL Chrysler closed cars are furnished with adjustable interior sun visors. Readily placed in any desired position

at a touch of the finger, this visor is so constructed that it cannot in any way interfere with the driver's line of vision while protecting his eyes from the glare of the sun. The visor is covered with the same fabric as the interior trim and tipped with leather, a pleasing accessory that enhances the pleasure and relaxation of the Chrysler driver. In all Chrysler Eights visors are also provided for the front seat passenger.

S M A R T P O I N T E D R A D I A T O R

The pointed, shuttered Chrysler radiator, with its wide, smartly-designed shell and lustrous chromium-plated moulding, is known wherever motor cars are driven as the hall-mark of all that is finest in modern motoring. Bullet type head lamps on all models and twin trumpet horns (special equipment on the Six) are features of style and utility.



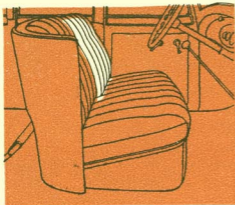
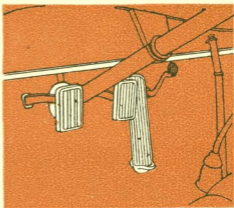
DRAFT-PROOF INSULATION

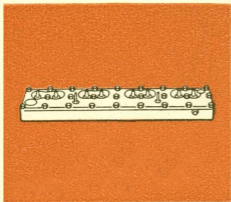
IN addition to the strength and permanent quietness of Chrysler All-Steel bodies, unusual precautions are taken to insure the complete exclusion of harmful drafts and fumes from the interior of the car. All foot controls are covered with heavy live rubber pads. Pedals and steering column are provided with draft plates. And the gearshift and handbrake levers likewise are sealed at the floor with rubber pads.

The interior walls of the entire body are heavily insulated against noise by the application of sound-deadening material; strips of insulation are also placed between body and chassis to eliminate completely the slightest possibility of noise.

ADJUSTABLE SEATS

The illustration shows the adjustment of the driver's seat-back as installed in Chrysler Eight closed cars. This feature is instantly appreciated because it enables each driver to assume his own favorite position at the controls. In the Chrysler Six sedan the entire front seat is readily adjustable,





HIGH COMPRESSION CYLINDER HEAD

TO Chrysler engineers belongs the credit for pioneering and developing the high compression engine. The Silver Dome

High Compression engine was first introduced on Chrysler cars in 1928 and is now standard on the Chrysler Six, the Eight, the Imperial Eight and the 146" wheelbase Imperial custom models.

The high compression cylinder head as developed by Chrysler, is scientifically designed to give greater acceleration, more power, increased climbing ability and economy of operation with any ordinary fuel.

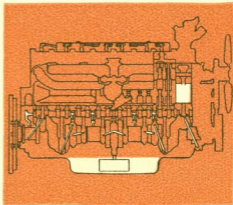
SILENT TIMING CHAIN

The use of a silent timing chain for driving the camshaft is an important Chrysler refinement. Through the use of chains instead of gears, wear is practically eliminated and the noises characteristic of the gear-type drive are noticeably absent. This is a typical example of the thoroughness of Chrysler engineering.



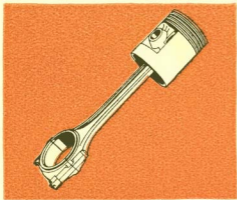
FORCE-FEED LUBRICATION

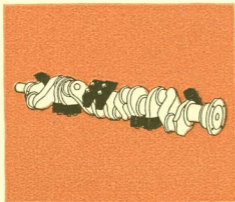
PROPER lubrication has never been planned with greater care than in the designing of Chrysler engines. An oil pump, located in the crankcase, draws the oil through a large fine-mesh strainer and forces it under high pressure through passages drilled in the cylinder block to all main bearings and crankshaft bearings. The same high pressure forces oil through passages drilled in the crankshaft to connecting rod bearings. The timing chain receives a high-pressure stream of oil through a direct oil line. All other working parts are lubricated by a positive spray from holes drilled in each connecting rod bearing and from oil sprayed by the connecting rods and camshaft.



INVAR STRUT PISTONS

Chrysler aluminum alloy invar strut pistons are characterized by a lightness that increases engine responsiveness. A steel strut controls expansion assuring a constant close fit, with resulting economy and efficiency. Chrysler piston assemblies must not vary in weight more than $\frac{1}{6}$ ounce.





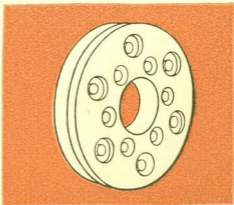
COUNTERWEIGHTED CRANKSHAFT

EVERY Chrysler crankshaft must pass rigid tests and inspections that give positive assurance of both perfect static and dynamic balance. Static balance is motionless balance; to secure it, the crankshaft is placed on a balancing machine to see if there is excess weight at any point that would have a tendency to throw it out of balance. Dynamic balance is rotating balance determined when the crankshaft is in motion; this test reveals the slightest tendency to deviate from the axis of rotation, which would, of course, indicate an excess of weight at some point.

In order to insure absolutely perfect balance, all Chrysler crankshafts are counterweighted.

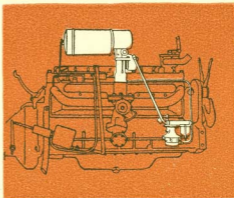
IMPULSE NEUTRALIZER

The Impulse Neutralizer at the front end of the crankshaft absorbs the torsional reactions caused by the powerful explosions in the cylinders. This feature, an important factor in engine smoothness, is a development of Chrysler engineers and is now widely used.

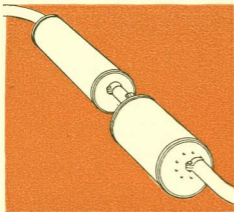


MODERN FUEL SYSTEM

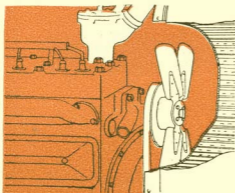
CHRYSLER Downdraft Carburetion, as its name implies, utilizes a downward feed of fuel mixture to the manifold and cylinders. Chrysler engineers developed and adopted this feature because of decreased resistance to fuel flow and an accompanying increase in power with an apparent saving in fuel. Other features of the Chrysler fuel system include a gasoline filter, which removes all foreign substances from the fuel; an air cleaner, which prevents the finest particles of dust and abrasives from entering the motor through the fuel supply system; and an intake silencer which eliminates the noise caused by the rush of air into the carburetor.



DOUBLE MUFFLERS



All of the new Chrysler Eights are equipped with double or tandem mufflers—a feature designed to handle exhaust gases with a minimum of back pressure and to completely muffle engine detonations, thus contributing still further to the quietness and satisfaction of Chrysler performance.

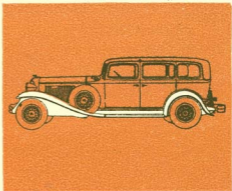


AUTOMATIC COOLING CONTROL

LIBERAL provision is made for the cooling of the Chrysler engines under all conditions of operation. A centrifugal water pump forces the contents of the cooling system to every part of the engine requiring heat dissipation. Unusually large water passages in the cylinder block extend the full length of the cylinder bores. A new type stagger-spaced fan eliminates all whirring noises and assures ample intake of air. The entire cooling system is thermostatically controlled.

BONDERIZED FENDERS

All fenders, shields and other sheet metal parts on the new Chryslers are rendered rustproof before enameling by the bonderizing process. This process impregnates the metal with a non-metallic coating which, in addition to rendering the metal rustproof, forms a splendid base for enamel and insures a superior finish. Exposed parts such as nuts, bolts, etc., are also rustproofed—lengthening the life of these parts.



YOU'LL BE HAPPIER WITH A

NEW 1932 CHRYSLER

**WITH PATENTED
FLOATING POWER
AND THE GREATEST GROUP OF
ENGINEERING DEVELOPMENTS
OF MODERN TIMES**

82-HORSEPOWER

CHRYSLER SIX

116 $\frac{3}{4}$ ' WHEELBASE

SIX BODY STYLES

100-HORSEPOWER

CHRYSLER EIGHT

125' WHEELBASE

FIVE BODY STYLES

125-HORSEPOWER

CHRYSLER IMPERIAL EIGHT

135' WHEELBASE

THREE BODY STYLES

125-HORSEPOWER

CHRYSLER IMPERIAL CUSTOM 8

146' WHEELBASE

SIX BODY STYLES

Drive a Chrysler and learn what a truly modern car really IS

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