



CHRYSLER

CUSTOM IMPERIAL



C H R Y S L E R

C U S T O M • I M P E R I A L

FIVE PASSENGER SEDAN

SEVEN PASSENGER SEDAN LIMOUSINE

SEVEN PASSENGER SEDAN

1 9 3 8

Chrysler's Finest!

THE CHRYSLER CUSTOM IMPERIAL

TO BE genuinely fine, a motor car must be really luxurious. It must rise far above the simple requirements of ordinary transportation and become, in no small measure, a work of art. In this category, the Chrysler Custom Imperial belongs.

A car of custom character must be beautiful. It must be roomy to the point of spaciousness. It must be finished and upholstered without any regard at all for expense, to insure the very maximum of physical ease and luxury. And, above all, it should be what so many expensive cars are not . . . completely and eminently safe.

In the opinion of a great many informed owners, Chrysler's Finest is also Motor-dom's Finest. The Custom Imperial is magnificent, with its great wheelbase of 144 inches and the simple grandeur of its exterior modeling. When you see it glide to a stop at a carriage entrance, you have the feeling that the principal guest has arrived.

You have the conviction, too, when you sink back among its yielding cushions, that you have never seen quite so much luxury encompassed in a single car. The windshield is really remote, and beyond that again is a long, forward-reaching hood. You're on the widest car seat you ever sat in, chair high for solid comfort . . . with the most floor space in front of you . . . and head room above you . . . and shoulder room . . . and elbow room . . . and behind you is a high, soft back into which your head is pillowed.

You've never seen finer upholstery fabric, because finer material doesn't exist. Nor

can your critical eye find a flaw in the rare good taste with which the cushions, head lining, carpet and fittings are matched and blended.

You get under way with quiet ease. Only the increased speed with which objects are passing makes you realize that 130 gallant horsepower is being unleashed. Rough roads are ironed smooth . . . curves are negotiated . . . hills are swept over . . . all in the same easy fashion. Surely, if the object of art is to conceal art, then the proof of engineering finesse is a self-effacing mechanism.

Lucky the chauffeur who pilots a Chrysler Custom Imperial! Its response to wheel and throttle and brakes is light and instant . . . so much so that owners often prefer to drive themselves.

To all these luxuries, the priceless asset of safety is added, in a degree which no other Custom-type car approaches. The Chrysler Custom Imperial is the only one with the armored protection of an all-steel body . . . equal action hydraulic brakes . . . scientific weight distribution . . . in addition to every modern engineering safeguard, including Life Guard tubes in the tires, for complete blowout protection.

Thus the Chrysler Custom Imperial owner rides in unqualified luxury, secure in the knowledge that in choosing Chrysler's Finest, he has also chosen Motor-dom's Finest . . . and Safest.



CUSTOM IMPERIAL REFINEMENTS

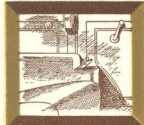
The essence of refined interior motor car design is to combine efficiency with beauty . . . utility with comfort . . . to such a degree that the final result will be the utmost in luxurious transportation that present-day engineering knowledge provides.

★ ★ ★

There's no luxury without roominess . . . so Custom Imperial interiors are planned on a really magnificent scale . . . in length . . . in width . . . and in height. Passengers therefore have room to relax . . . room to change position . . . room for their shoulders, elbows and legs. Room for their luggage too . . . in trunks . . . behind seats . . . and in extra glove compartments.

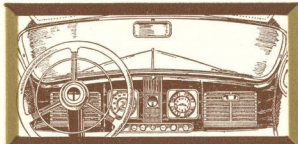
★ ★ ★

The great wide seats are upholstered in the choicest weaves from the world's finest looms, over soft cushion springs of great depth and resiliency.



Rear seat arm rests are fitted with built-in ash receivers harmonizing with the other distinctive hardware.

Seats are chair-high with high, luxurious backs, so that even tall people can sink back in comfort. Auxiliary seats, too, are deep, soft, and fashioned for all-day riding comfort.

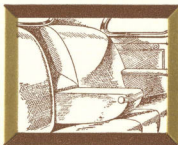


This beautiful and convenient instrument panel is the index to Chrysler Custom Imperial luxury. It is complete in every magnificently planned detail, including clock, cigar lighter, ash receiver and glove compartment.

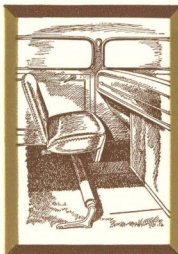


The back of the front seat of the 5-passenger Sedan contains two small compartments and lower compartment, long enough for a golf bag.

The reading lamp is placed above and behind the rear seat and sheds a powerful diffused light that furnishes complete illumination for the whole interior.



The center section of each rear seat cushion is a folding arm rest that further enhances the restful luxury of the rear compartment.



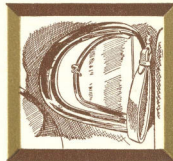
The auxiliary seats of the 7-passenger Sedan and Sedan Limousine fold out of sight into recesses in the front-seat back when not in use.

★ ★ ★
Dash fittings are complete and include an electric clock and an ash

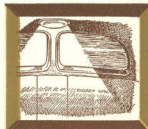
receiver . . . and ash receivers are also fitted into each rear-seat arm rest. Carpets . . . headlining, . . . hardware . . . assist straps . . . robe straps . . . are all of finest quality materials and conform to the attractive decorative scheme.

★ ★ ★

Each separate body type has its own individual features . . . such as the big extra storage cabinets in the 5-Passenger Sedan . . . because a fundamental of Chrysler design is to make use of every available inch of space to add comfort for the owner.



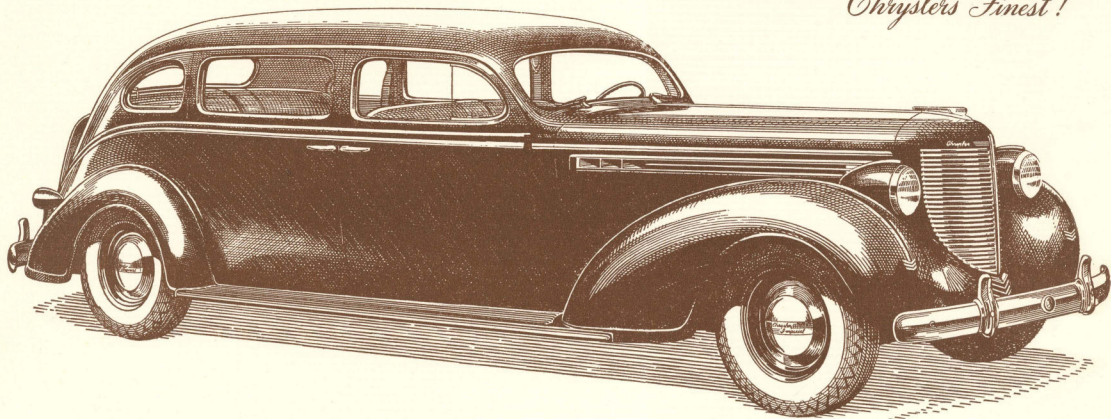
Each rear-quarter window is part of Chrysler's draftless ventilation system. Decorative assist straps are also provided.



The reading lamp is far superior to a dome light, shedding diffused light from behind the rear seat passengers.

Chrysler's Finest!

Chrysler's Finest!



FIVE PASSENGER SEDAN

On five impressive counts, this Chrysler Custom Imperial Sedan is creating an ever-widening enthusiasm as the finest existing transportation. First, it is today's handsomest five-passenger car. Second, it covers the most miles with the least fatigue to passengers.

Third, its performance under all conditions is unmatched. Fourth, it is the roomiest car on the market. Fifth, it is one of few Custom-type cars having an all-steel body . . . sway eliminators front and rear and hydraulic brakes . . . and is therefore the safest.

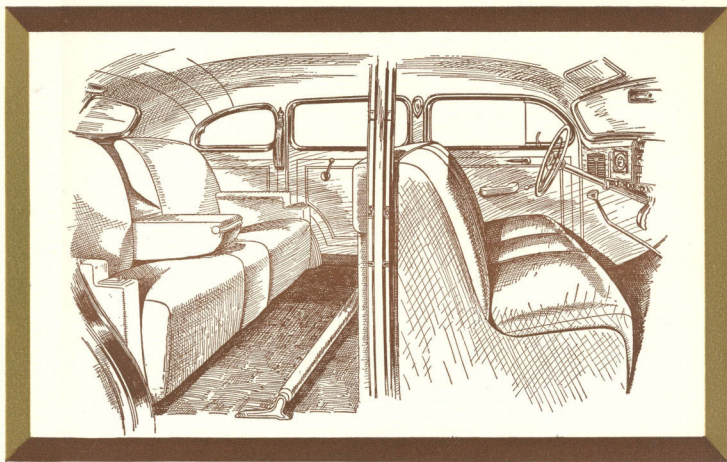


INTERIOR OF
FIVE
PASSENGER SEDAN

Glorious roominess is the keynote of this strikingly beautiful interior, which is built on a really grand scale. It has far more room for six than an ordinary Sedan has for five . . . more seat width . . . more headroom . . . more floor space . . . wider doors . . . and enough storage space for a trip across the continent.

So you have room to relax and enjoy the superlative luxuries which Chrysler engineers have provided . . . the rich textiles . . . the soft cushioning . . . the swift, silent flight of the car . . . the gliding smoothness of Chrysler's scientifically balanced ride.

You sit behind the wheel in a seat that is really adjustable, facing a dash whose beauty and ingenuity are an index to the entire superb car. All controls are recessed for safety and the soft illumination of the instrument panel is from prismatic reflectors. Everything is provided for safe and easy driving . . . including dual horns, dual tail lights, perfect ease of steering and control . . . and, for long distance travel at touring speeds there's the almost magic of Chrysler's Automatic Overdrive.

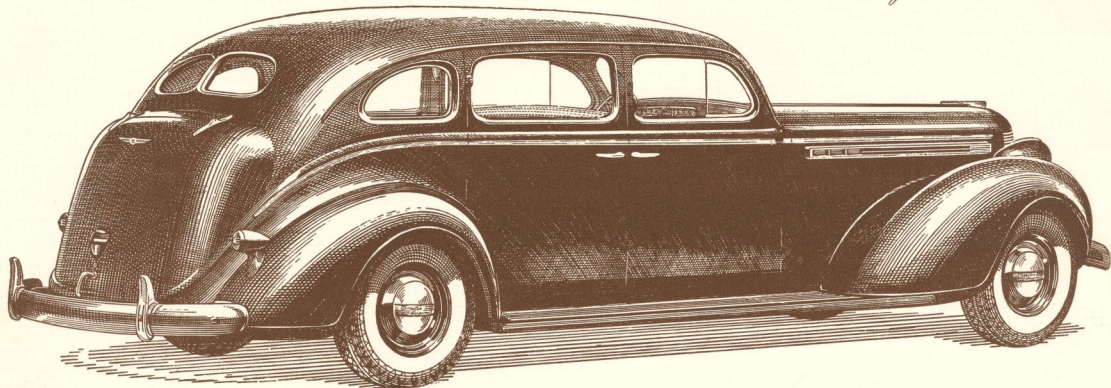


The rear compartment is characterized by the really enormous amount of floor space, broad and level . . . by the extreme width of the deeply upholstered seat . . . and by the huge storage compartments in the back of the front seat, one long enough to hold a golf bag; these last in addition to the space in the big trunk at the rear. And there's a robe strap . . . and assist straps . . . and foot rest . . . and rear arm rests with ash receivers . . . and of course the center section of the seat back lowers to form another big arm rest. The reading lamp throws the light downward from behind the passengers.

Altogether, it's the finest of all Custom-type cars . . . as well as the safest . . . for it's the only one of few with an all-steel body and equal action hydraulic brakes.

Chrysler's Finest!

Chrysler's Finest!



S E V E N P A S S E N G E R S E D A N

In many families it is desirable to have a car which is suitable to be driven by either the owner or the chauffeur. The Chrysler Custom Imperial 7-passenger Sedan fills this requirement to a nicety. It is identical with the Sedan-Limousine, except that the driving

compartment is upholstered with the same rich material as the rear compartment and the two compartments are not separated by a glass partition. The external appearance and the rear compartment of the car are just the same as in the Sedan Limousine.

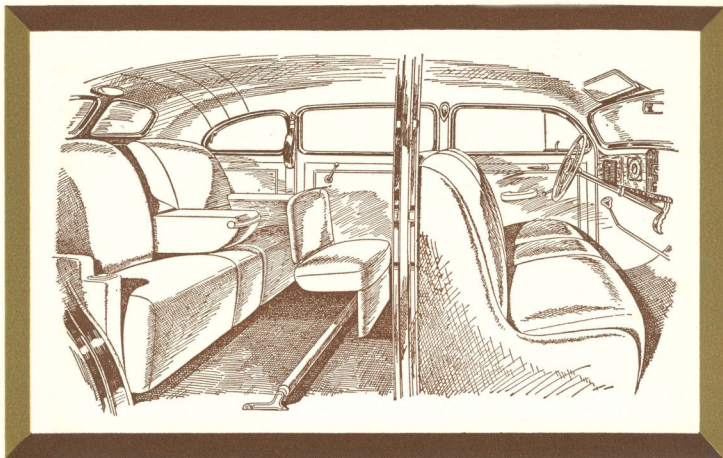


INTERIOR OF
SEVEN
PASSENGER SEDAN

Restful in the rich harmony of its inviting and friendly interior. Restful in the unhampered freedom provided by extraordinary roominess and uncluttered floor space. Restful in the soft luxury of its deep and yielding upholstery. And restful in the gliding smoothness of its scientifically balanced ride.

The 7-Passenger Sedan is a car for town and country . . . a car in which four couples will not be cramped on a cross-country run . . . a car in which five or six people can be driven in state to opera or party. The driving compartment is a triumph in comfort . . . in roominess . . . in beauty . . . and in convenience. Three can sit in perfect comfort on the luxurious chair-high seat. There's plenty of room for elbows, shoulders and feet . . . and plenty of room to drive comfortably and safely.

In spite of its grand size, the Chrysler Custom Sedan is an uncommonly easy car to drive. It responds to the lightest touch on the steering wheel . . . it's away like a flash when you press the throttle . . . and its velvet-smooth brakes stop it positively and



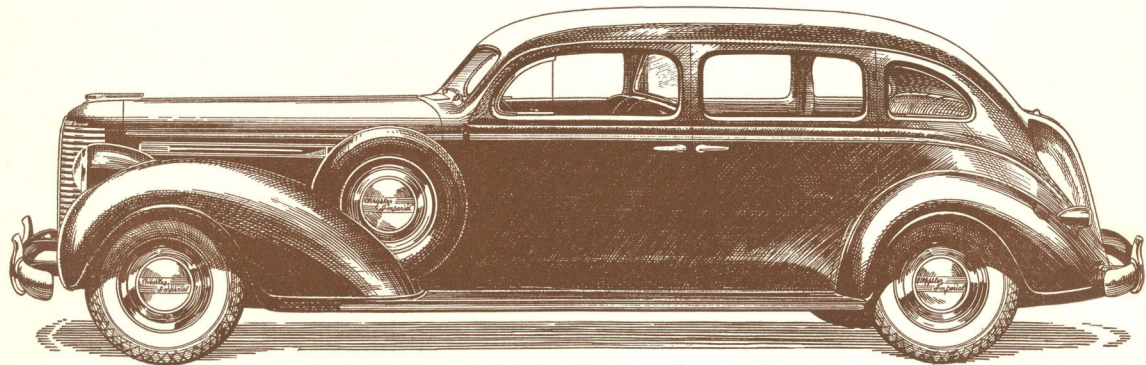
instantly with very little pressure. Remember, they're Chrysler time-tested hydraulics.

No other car has such attractive and convenient dash equipment. The handsome instrument group is right in center of the instrument panel and, with electric clock, is lighted by prismatic reflectors. There is also a big glove compartment. The improved de-froster vents keep the entire windshield clear in winter and twin wipers add to driving safety.

In fact, safety cannot be over-emphasized, for Chrysler builds the only Custom-type cars that go all the way in safety . . . as well as in beauty and luxury . . . the only one of few having safety all-steel bodies . . . the only ones with equal action hydraulic brakes . . . the only ones with Chrysler's scientific weight distribution.

Chrysler's Finest!

Chrysler's Finest!



SEVEN PASSENGER SEDAN LIMOUSINE

This stately Limousine is the season's finest in chauffeur-driven cars. With that coveted freshness of advanced styling which always identifies Chrysler Custom design, it is absolutely good form in taste and appointments, impressive and dignified in every line

and feature. Powerful and substantial in every aspect, its very appearance gives assurance of the vastly superior safety and luxurious comfort which particularly distinguishes the Chrysler Custom Imperial from other Custom-type cars.

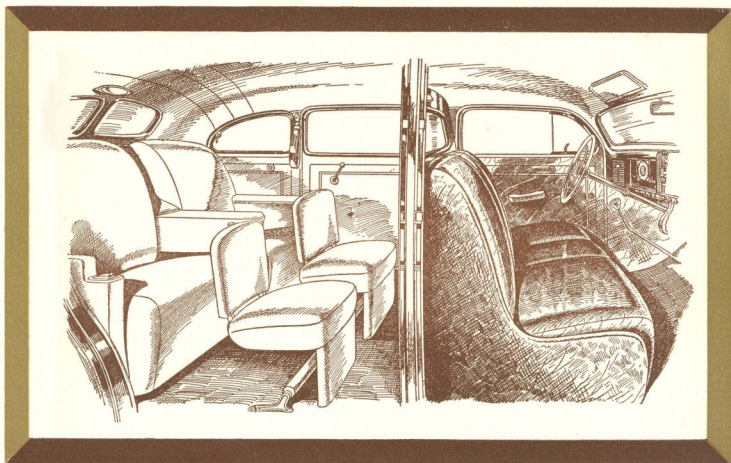


INTERIOR OF
SEVEN
PASSENGER SEDAN
LIMOUSINE

You get a thrill of anticipation when you first swing open the wide door of this great Sedan Limousine and see its inviting and friendly interior. A single glance tells you that it has more room than you have ever seen in a car. You can see that decorators of real taste and ability have been given complete freedom to choose and match the rich fabrics and carpets and fittings. And you know that those great, billowing cushions are going to be as luxurious as they look.

You find entrance and exit very easy, because of the wide doors, unusual ceiling height and uncluttered floor. You find that the extra chairs don't make the occupants feel "extra," but decidedly one of a very luxurious party. You find that the reading light is not just a dome light, but is properly placed and of ample brilliance for reading . . . and that Chrysler's smooth balanced ride makes reading a practical pleasure.

You discover that each soft arm rest is fitted with an ash receptacle . . . and that the



center section of the rear cushion lowers to form, not only a huge arm rest, but one that can be used as a small table. At your feet you find a broad and comfortable foot rest and decorative assist straps on either window pillar. Mounted on the partition is a handsome robe strap, with assist straps at each end for passengers in the extra chairs . . . important trifles that contribute to Custom Imperial perfection.

The partition has an adjustable glass panel, which is raised or lowered by a window lift. Air without draft is insured by Chrysler's controlled, draft-free ventilation.

The driving compartment is upholstered in fine leather and is equipped with every convenience for the safe driving of this year's most distinguished Limousine.

Chrysler's Finest!

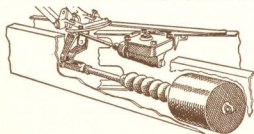
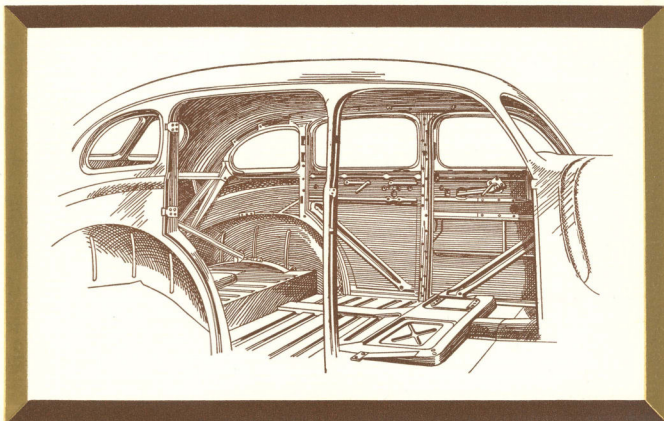


THE SAFEST CUSTOM-TYPE CAR ON THE HIGHWAY

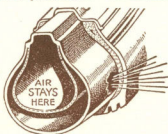
Chrysler Custom Imperial bodies like all Chrysler bodies are designed of steel. The outer casing is pressed from heavy-gauge body steel, reinforced and trussed with a system of enormously strong channel steel braces, welded to the casing. There's not a sliver of wood in the entire armored structure.

Extra manufacturing cost no doubt accounts for the fact that Chrysler is only one of few who equips Custom-type cars with hydraulic brakes . . . yet the greater length and weight of such cars demands these great safety factors. Chrysler furnishes time-tested hydraulic brakes, with 14-inch centrifuge drums . . . and a brake booster for easy operation.

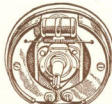
And you'll find every other known provision for safety in Custom Imperial cars. You'll find the highest development of scientific weight distribution . . . the ride stabilizer . . . a great chassis frame with rigid X-bracing . . . tremendous factors of safety in axles, wheels, steering connections and other vital parts . . . safety glass in windshields and windows . . . and Life Guard tubes for positive blowout protection.



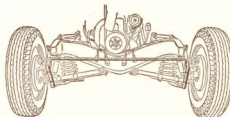
This brake booster builds up extra pressure for the brake pedal so that the heaviest car may be stopped with very light pedal pressure.



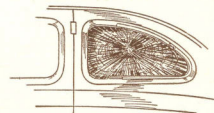
Life Guard tubes are tires within tires. When blowouts occur, they retain air long enough to bring the car to a safe, controlled stop.



Brake shoes are anchored at the bottom and brake pressure depends upon pedal pressure . . . not upon car momentum for stopping.



The Ride Stabilizer counteracts sideway in rounding curves and helps keep the car on an even keel providing a feeling of security.



Safety glass is provided in windshields and all windows as an extra measure of precaution and safety to protect passengers from flying glass in case of accident.

Chrysler's Finest!

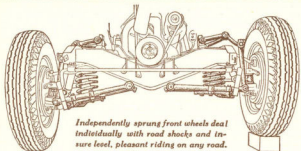


THE ONLY CUSTOM - TYPE CAR WITH FLOATING RIDE

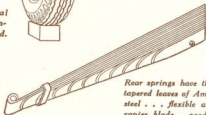
No car has ever equalled the luxurious ease of the Custom Imperial's Floating Ride. In its smoothness . . . its velocity reaction to bumps and ruts . . . its elimination of jolts and jars . . . its freedom from sideway . . . its silence . . . the Custom Imperial really is supreme among fine motor cars.

The combination of engineering devices which insure these superb riding qualities is not to be found

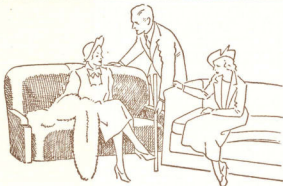
in any other car. Floating Power . . . Aero hydraulic shock absorbers . . . rear springs of thin, tapered leaves of Chrysler's own Amola steel . . . independently sprung front wheels . . . really scientific weight distribution . . . sideway eliminator, front and rear . . . chair-high seats . . . body insulation . . . and rubber cushioned body mountings . . . all these are Chrysler developments . . . many of them exclusive.



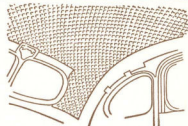
Independently sprung front wheels deal traditionally with road shocks and insure level, pleasant riding on any road.



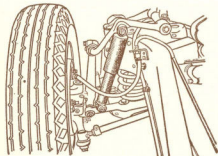
Rear springs have thin, tapered leaves of Amola steel . . . flexible as a reaper blade . . . produce a soft fatigueless ride.



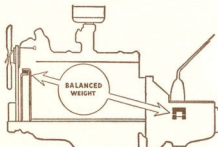
Chair-high seats insure normal posture and all-day riding comfort. Seats are extra wide, with high backs.



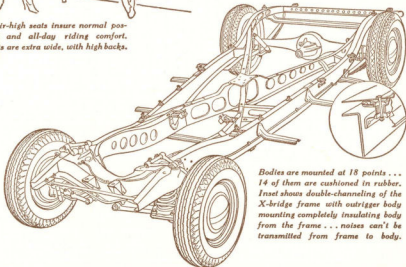
Five different insulation materials, liberally used, insulate the Safety all-steel bodies against noise, heat and cold.



Aero hydraulic, double-acting shock absorbers effectively cushion both upward and downward thrusts of the chassis springs.

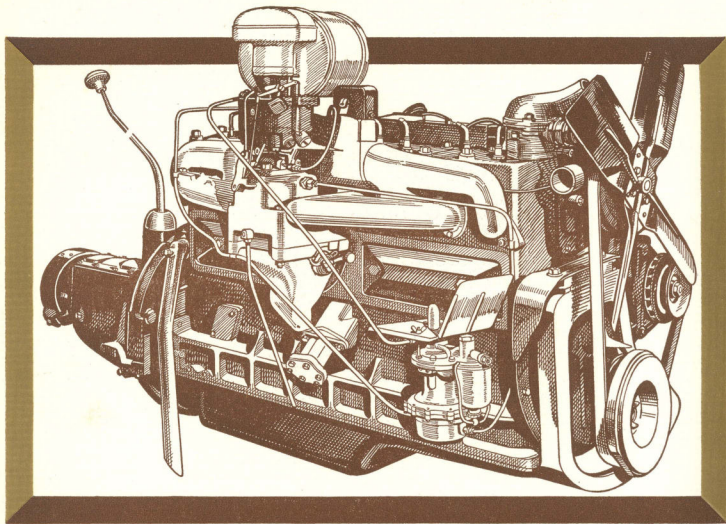


Chrysler patented Floating Power . . . cradles the engine in rubber and eliminates vibration before it reaches passengers.



Bodies are mounted at 18 points . . . 14 of them are cushioned in rubber. Front shows double-channeling of the X-bridge frame with outrigger body mounting completely insulating body from the frame . . . noise can't be transmitted from frame to body.

Chrysler's Finest!



AN ENGINE

BEFITTING THE CAR

Chrysler's Finest!

... and without perceptible wear. For it is guarded by every modern device for wear prevention.

Engine and transmission, as a unit, are cradled in rubber . . . Chrysler's famous Floating Power. The exhaust valve seats have inserts of heat-resisting chromium tungsten steel. Lubrication is a complete pressure system, augmented by a positive spray system. There's a crankcase ventilator that sets up a vacuum in the crankcase that removes injurious gases from the engine.

The aluminum alloy pistons have sapphire-hard surfaces, which make them remarkably wear resistant. Precision bearings provide a perfect seat for the counterweighted crankshaft. The oil filter filters all of the oil . . . the air cleaner filters all the air. The dual down-draft carburetor insures an even flow of fuel to all combustion chambers . . . and the ingenious fuel pump a uniform supply of gasoline to the carburetor regardless of altitude.

There are many automatic provisions, too, to simplify starting and driving in all weathers and altitudes . . . such as the manifold heat control . . . the automatic choke . . . thermostatic control of cooling water. In fact, the research and invention of Chrysler's immense engineering staff, over many years, are brought to a brilliant focus in this greatest of engines . . . an engine befitting "Chrysler's Finest!" —the superb Chrysler Custom Imperial.

This Custom Imperial Engine is the highest expression of Chrysler engineering. Its eight polished cylinders release the amazing force of 130 horsepower . . . so silently that you can hear no sound . . . so swiftly that the great car sweeps forward like a living thing . . . so smoothly that you cannot feel a tremor.

Moreover, this great engine will carry on, mile after mile, month after month . . . without faltering



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

SUSPENSION (Front)—Individually sprung wheels. Adjustable taper roller wheel bearings.

AXLE (Rear)—Hypoid, semi-floating, pressed steel housing. Hypoid "Amola" or nickel-molybdenum steel drive gear and pinion gear.

BODIES—Chrysler designed. Safety all steel, reinforced with steel, insulated against noise and squeaks. Chrysler perfected draft-free ventilation in front windows and rear quarter windows of sedan models, also cowl ventilator.

BRAKES (Service)—Chrysler 4-wheel hydraulic, internal expanding with 14-inch centrifuge drums. Total contact area per car 225.8 square inches.

BRAKE (Parking)—Independent external contracting on cast iron drum on propeller shaft.

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

COOLING SYSTEM—Water circulated by centrifugal pump. Fin and tube radiator with detachable shell. Five-blade 18-inch stagger-spaced fan driven by V-belt with adjustment provided. Thermostatic water control. Dash heat indicator.

CRANKSHAFT—Balanced and counterweighted. Supported on five babbit-lined steel main bearings. Bearing size $2\frac{15}{64}$ inches. Total bearing area 62.1 square inches. Rubber mounted impulse neutralizer.

ENGINE—"L" head, water cooled, eight cylinders, four-cycle. Bore $3\frac{1}{4}$ inches; stroke $4\frac{1}{8}$ inches; A.M.A. horsepower 33.80; developed horsepower 130; piston displacement 323.5 cubic inches; suspension, Floating Power—engine and transmission as a unit, cradled in rubber; torque reaction taken by the two rubber cushioned rear Floating Power engine mountings located on each side of the transmission case. Firing order 1-6-2-5-8-3-7-4. Five-bearing crankshaft; 6-bearing chain-driven camshaft. Exhaust valve seat inserts of chromium tungsten steel. Full pressure lubrication to all crankshaft, camshaft and connecting rod bearings. All other working parts lubricated by positive spray under pressure from small metered hole in upper half of each connecting rod bearing; also from crankshaft and camshaft. Timing chain lubricated by direct oil leads. Pump located on right side of crankcase, driven by timing shaft from spiral gear on camshaft. Oil capacity, six quarts. Pressure gauge on dash. Level indicator on left side of crankcase toward the rear from the filler.

ELECTRICAL SYSTEM—Shunt type generator, vibrator type current and voltage regulation six-volt type. Starter: six-volt solenoid shift type. Battery: 17-plate, 6-volt, 136-ampere-hour capacity.

Single-wire system. Solar spark ignition. Automatic spark advance, speed and vacuum control.

FRAME—Exceptionally rigid, double-drop X-girder-truss type.

FUEL SYSTEM—Carburetor: Dual down-draft type, provided with fixed jets, covering all necessary ranges for variations of altitude, peak summer and winter conditions, with idle control and accelerator pump. Equipped with automatic manifold heat control and air cleaner, integral with intake silencer, automatic choke. Fuel pump: Driven from camshaft; sediment trap. Fuel supply tank: Rustproof terra plate, 20 gallons (16.7 imperial gallons). Electrical fuel gauge on instrument panel.

OVERDRIVE—All helical planetary gears—silent operation—providing slower engine speed at higher car speed. Located at rear of transmission. Standard equipment.

PISTONS—Aluminum alloy—U-slot type—four rings per piston, two compression, two oil.

SHOCK ABSORBERS—Hydraulic, double acting aero-type. Standard on all body styles.

SPRINGS—Front: Independent "Amola" steel coil. Rear: New tapered leaf, semi-elliptic, length $53\frac{3}{8}$ inches. Spring covers. Silent "U" thread-type shackles on rear of rear springs. Rubber bushings at front end of rear springs.

STEERING GEAR—Semi-irreversible worm and roller type.

TIRES—Atruwheels, nonskid tread on all wheels, size 7.60 x 16—six-ply with Life Guard tubes.

TRANSMISSION—Synchro-silent transmission, helical-type gears throughout, first speed and reverse operating on spirally cut spline; second speed operates on constant mesh helically cut gear.

WHEELBASE—144 inches. Over-all length with bumpers 224 $\frac{7}{8}$ inches.

STANDARD EQUIPMENT—Bumpers, front and rear, Automatic Oerdrive, Life Guard tubes, two automatic windshield wipers, clock in instrument panel, dual horns—dual stop and tail lamps, rear view mirror, two adjustable sun visors, dome lights, three cigar lighters, ash receptor in dash and arm rests of rear compartments, foot rest, robe cord, arm rests, assist cords. Safety beam headlamps, aluminum head. Tools. Five wheels with tires and tubes.

SPECIAL EQUIPMENT—Rear wheel shields—radio—heater. Heavy duty air cleaner, De Luxe steering wheel; fender well equipment. Special colors and upholstery; also other items of special equipment and accessories are available on special order basis.

NOTE: 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 obligations to make like changes on vehicles previously sold.