

you get the good things first from . . .
CHRYSLER CORPORATION

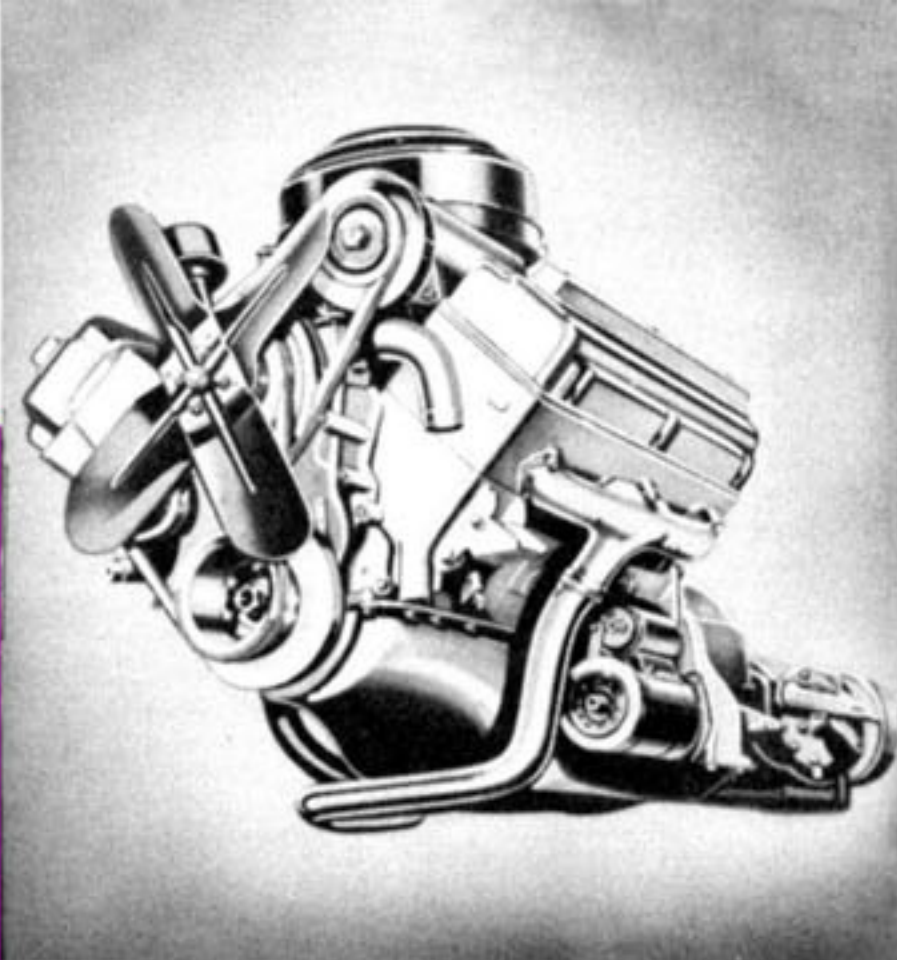
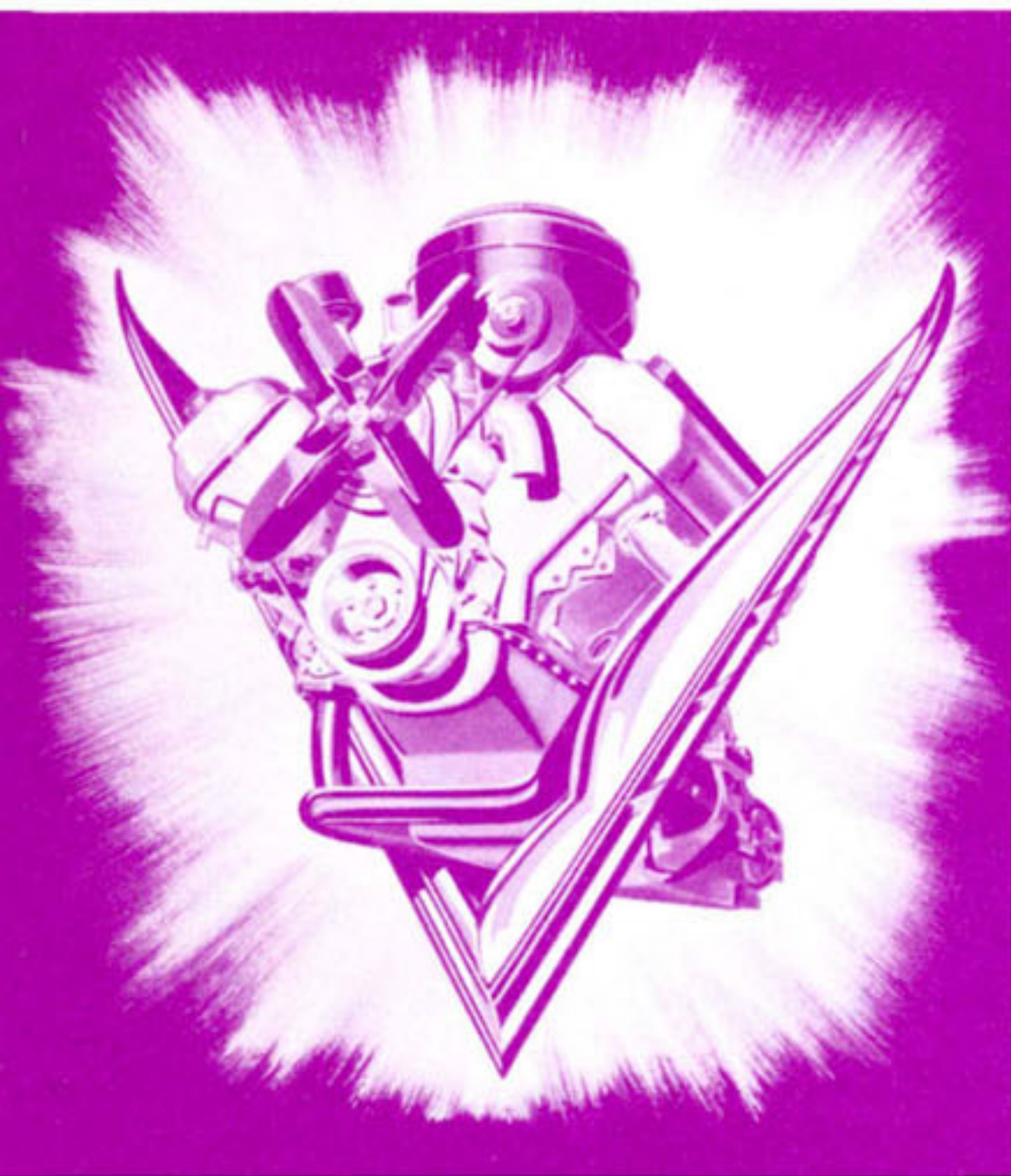


new worlds in engineering

CHRYSLER CORPORATION ENGINEERING—a hallmark of automotive accomplishment. In this center some 1800 active engineering and research projects are in progress all the time. There, nearly three thousand engineers and technicians follow the great pioneering tradition of Chrysler which gave you such

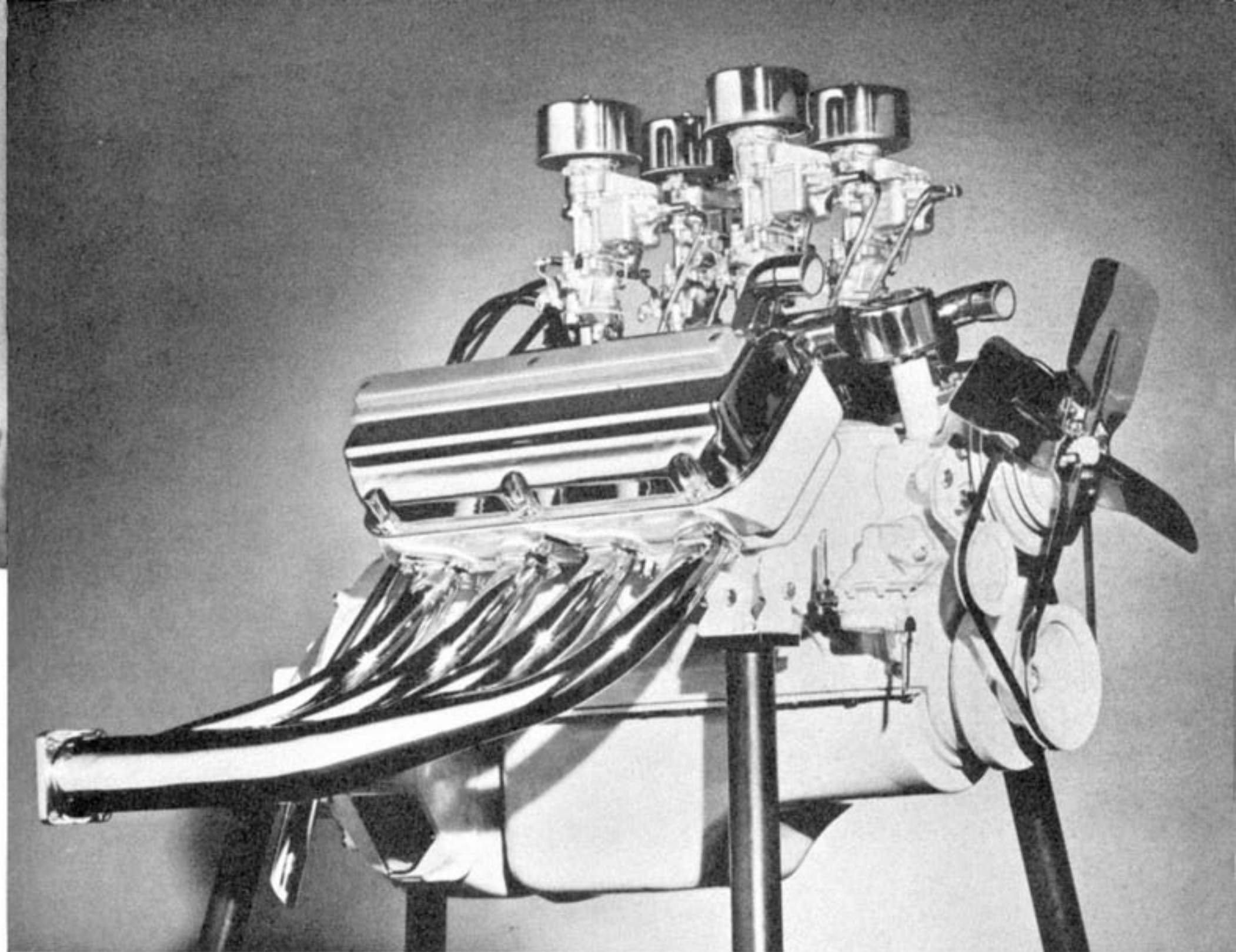
developments as the high-compression engine . . . the 4-wheel hydraulic brakes . . . the safety all-steel car bodies . . . the power steering . . . the power braking . . . the new Oriflow Shock Absorbers . . . and the hemispherical combustion chamber engines which are revolutionizing power for the automobile right now.

On the following pages you will see some of these Chrysler developments—and the cars and trucks they make so outstanding. And you'll also find the story of Chrysler's important defense assignments for the nation today.



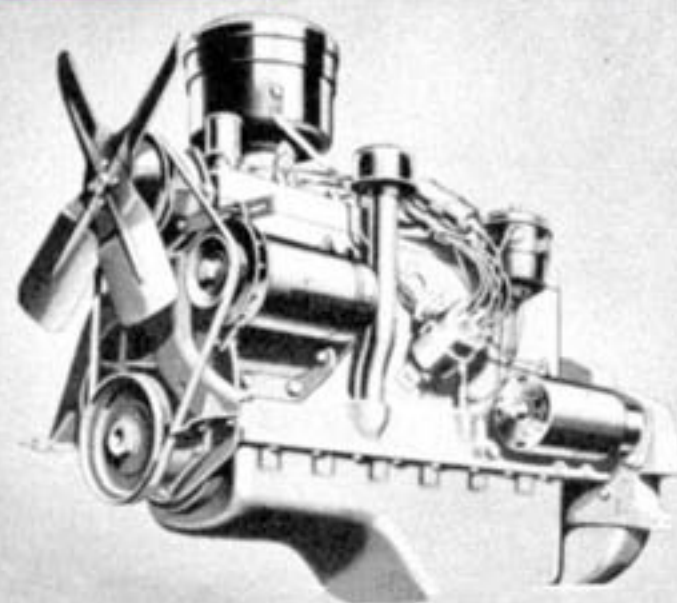
An exciting new engine . . . the De Soto FireDome V-8 . . . produces 160 h.p. at 4400 r.p.m. It has a 276.1 cubic inch piston displacement and a 7.1 to 1 compression ratio.

The new 310-horsepower K-310 engine. An evolution of the present FirePower engine and using the Chrysler hemispherical combustion chamber . . . the K-310 produces more than 310 h.p. at 5200 r.p.m. without supercharging. The engine has an 8.1 to 1 compression ratio and the same 331 cubic inch piston displacement as the FirePower engine.



engineering in power

The revolutionary Chrysler FirePower V-8 engine produces 180 h.p. at 4400 r.p.m. The FirePower engine has a 331.1 cubic inch piston displacement and a 7.5 to 1 compression ratio.



The Plymouth engine . . . 97 h.p. 6-cylinder high-compression engine with a 7.0 to 1 compression ratio. The proven performer in the low price field!

Pictured here are 4 engines that have earned for themselves an outstanding reputation. The advanced Chrysler FirePower Engine set new standards of automobile engine performance.

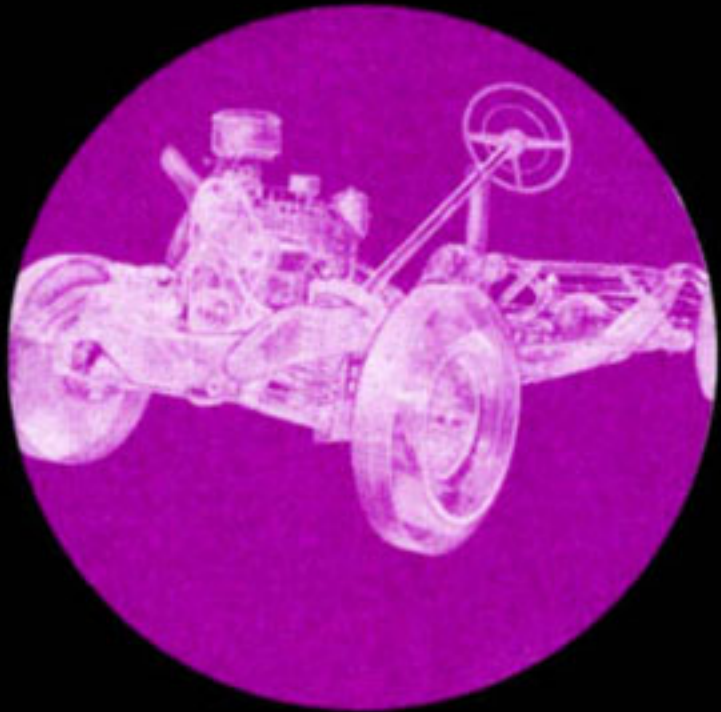
Both the Chrysler V-8 FirePower Engine and the De Soto V-8 Fire Dome Engine—contain the revolutionary Hemispherical Combustion Chamber. This dome-shaped combustion chamber helps the engine do a better job with today's fuel by squeezing more power out of that fuel! You get more of the heat energy available in the gasoline than could be developed from the same fuel in any other passenger car engine on the market.

Look, too, at the Plymouth Power-flow engine—the brilliant, 97 horsepower, 7 to 1 high compression engine that has proved itself to be the superior power plant in the lowest-price field. Now its reputation is further enhanced by a newly designed cylinder head that produces power flow with unusual quietness . . . performance that is velvety-smooth yet can be obtained with regular grades of gasoline.



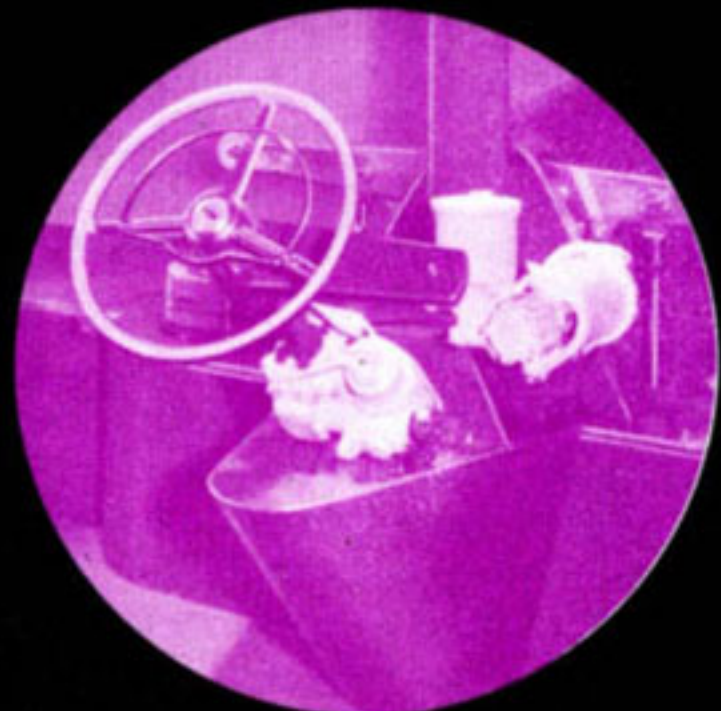
body engineering

Plymouth, Dodge, De Soto and Chrysler bodies are designed by Chrysler Corporation engineers . . . one engineering staff that designs and engineers body, chassis and powerplant to go together. We believe it's better . . . when they're engineered to go together! Rustproofing, box section sills and diagonal bracing—these are some of the features that make Chrysler Corporation bodies the strongest, most rigid and durable.



transparent chassis

A remarkable full-size transparent chassis of clear plastic that reveals the perfect coordination of all the elements—shows how each part performs like a watch. It is typical of the clean, efficient, lasting design that makes Chrysler-built cars the finest engineered in the world.

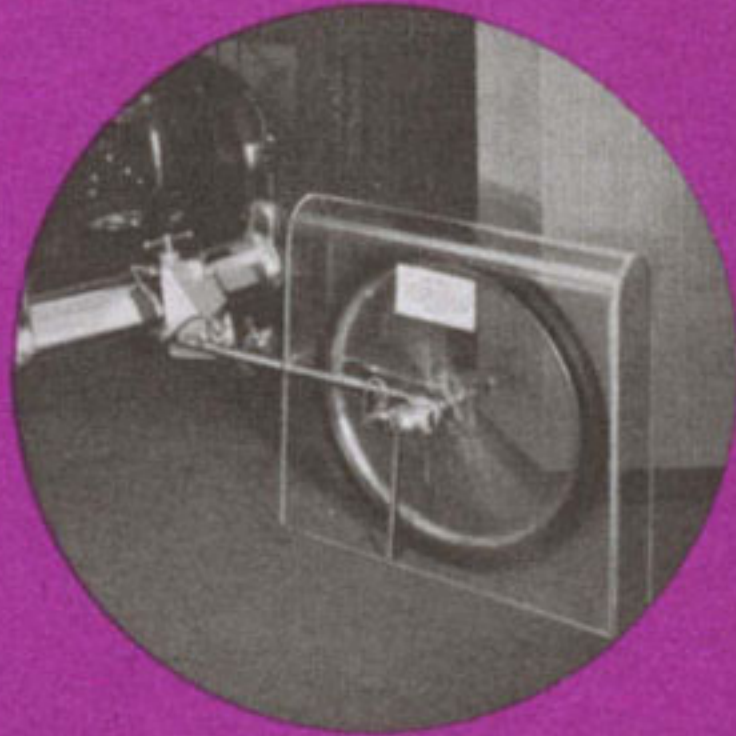


power steering

Here's the amazing new full-time Chrysler power steering unit that does 4/5 of the work of steering for you! Its flexibility makes steering so easy you can park the largest Chrysler-built car with finger-tip pressure. What a difference it makes on long trips—and it adds to safety by reducing fatigue. Eases the strain of driving in ruts, sand or snow.

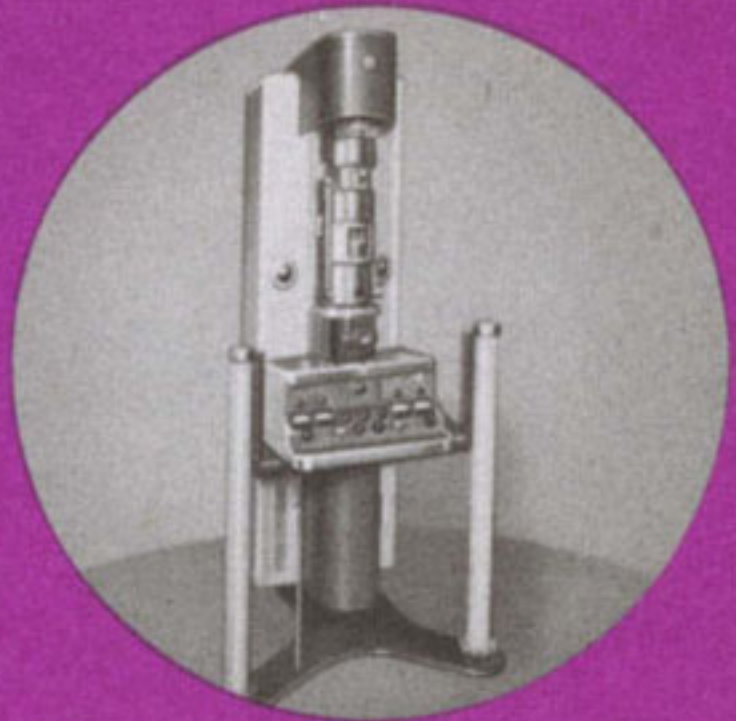
road testing

The road testing exhibit gives you a revealing demonstration of the technical recording and the many instruments used to refine and test Chrysler Corporation products. Instruments on the car check the goodness of the ride . . . and many phases of performance of the car.



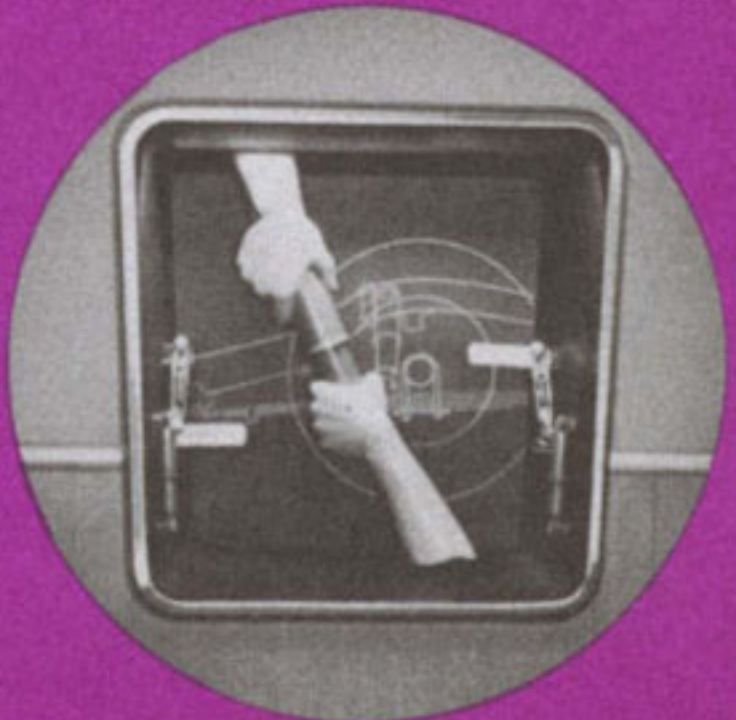
electron microscope

Product perfection, a byword to Chrysler engineers, is obtained with a microscope capable of magnifications of up to 100,000 times. Such close attention to detail has proven Chrysler-built products standard-bearers in their field.



oriflow shock absorber

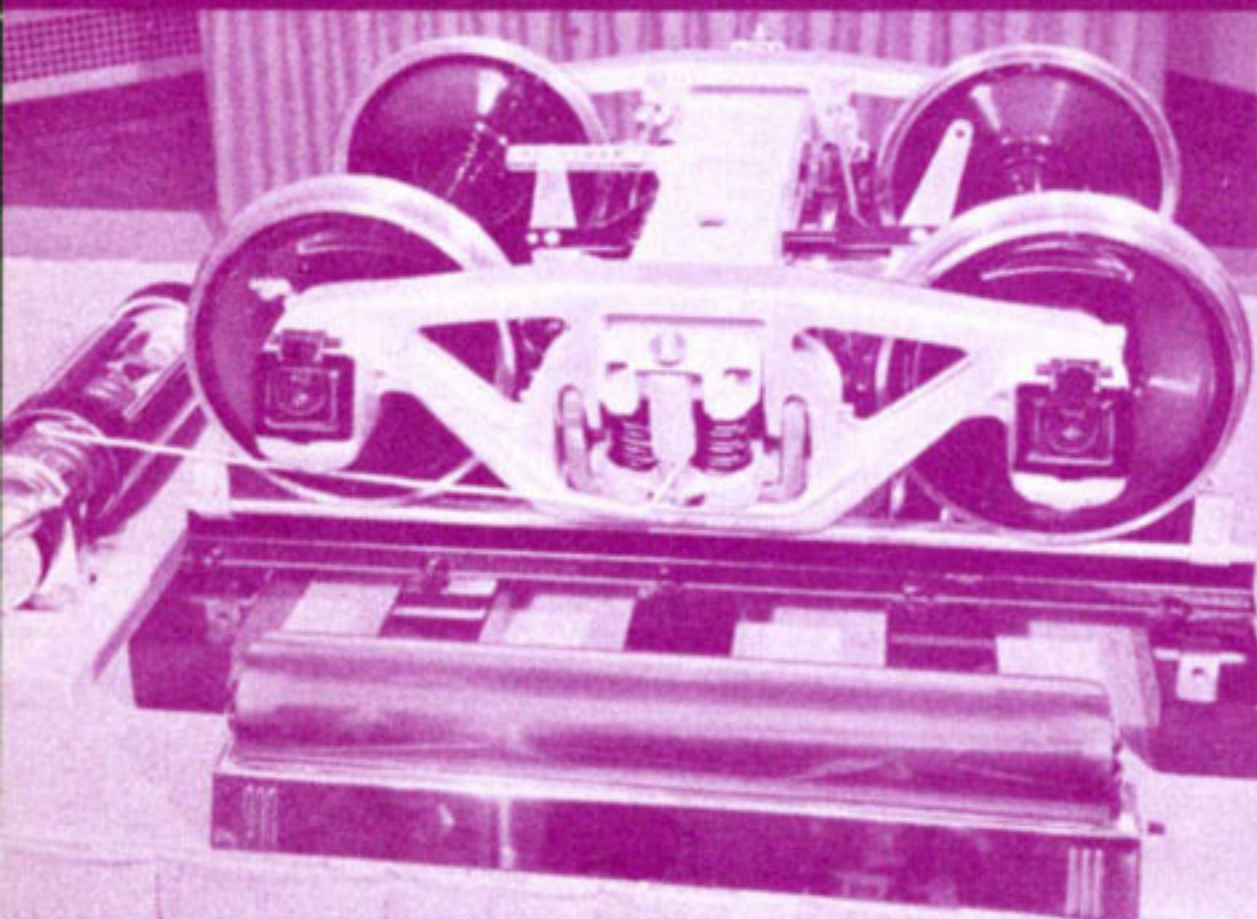
More than twice the shock-absorbing power . . . that's what you get in Oriflow Shock Absorbers! The secret is a new principle of controlling the flow of hydraulic fluid. It results in a smoother, steadier gliding ride *under all road conditions*. This means added safety, longer life for your car—and the most comfortable ride in the world.





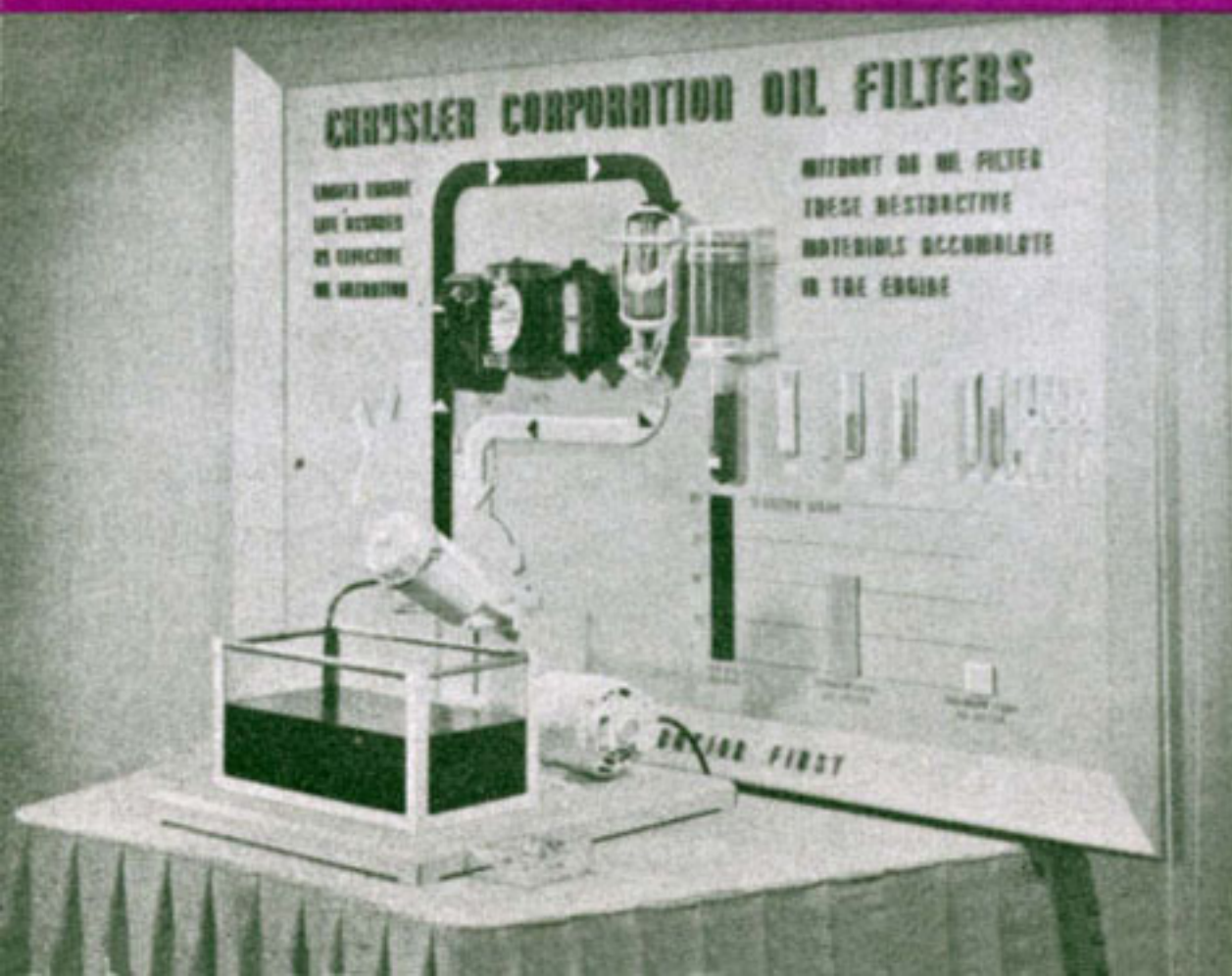
radioactivity and research

By using atomic materials in research, Chrysler Corporation has made major improvements in its automobile engines. The use of these atomic materials is just one example of the imagination in research and engineering that happens at Chrysler Corporation . . . and results in better products, better motoring for you!



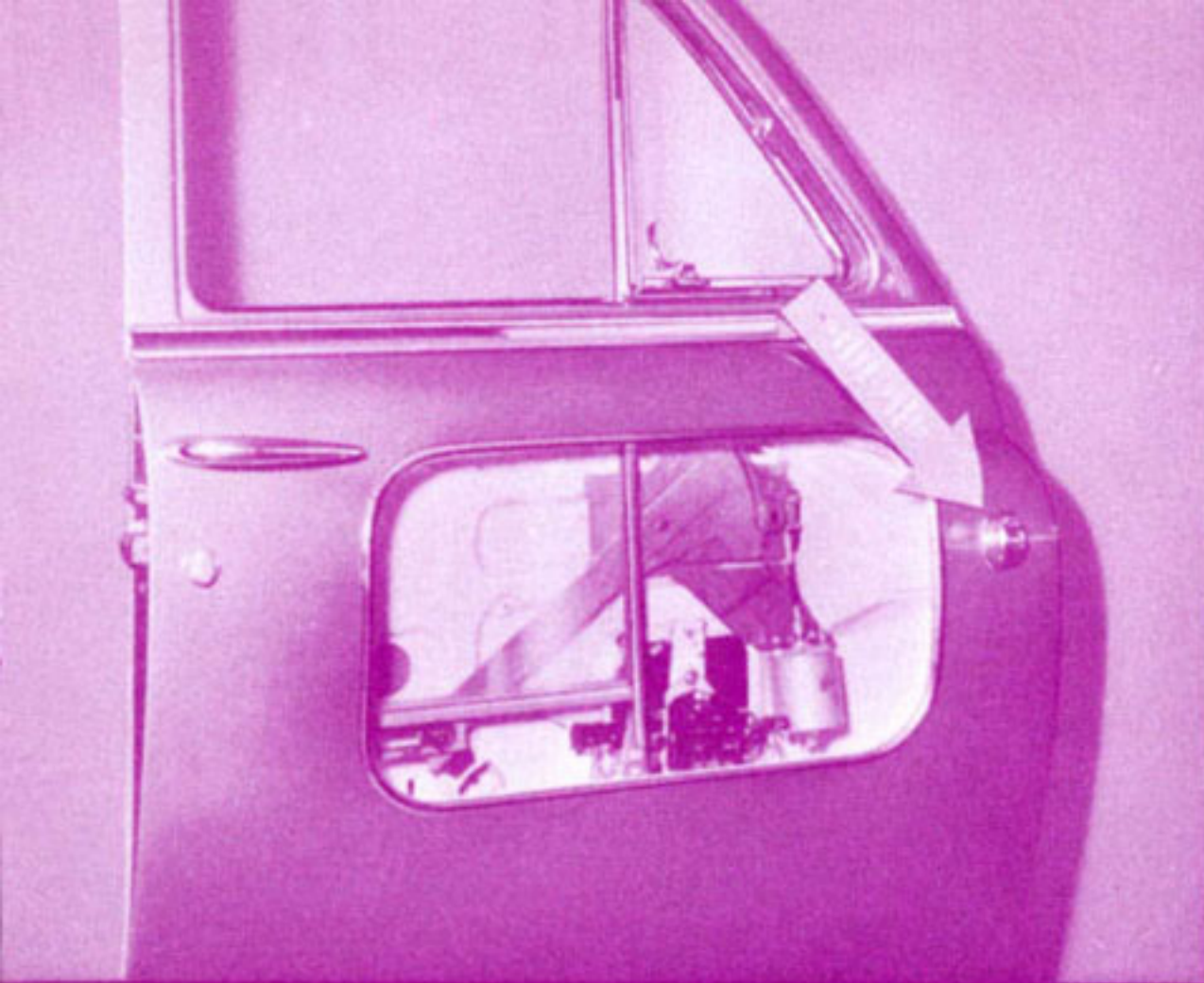
railroad freight car truck

In fields other than automotive, Chrysler engineering genius works for ease of travel. You see an example in this non-swaying railroad freight truck assembly. This new freight railroad truck reduces damage to lading 85 to 100% over standard railroad truck. Enables trains to travel at faster speeds . . . carry more loads in times of peace or national emergencies.



engine protection

Chrysler Corporation cars are better protected against the intrusion of foreign materials into their working parts than any other car on the road. Full-flow and by-pass oil filters, carburetor air cleaner, Oilite fuel tank filter, crankcase ventilation system, air cleaners at the oil filler pipe and crankcase outlet vent, and floating oil intake are all features of greater engine protection found in Plymouth, Dodge, De Soto and Chrysler Cars.



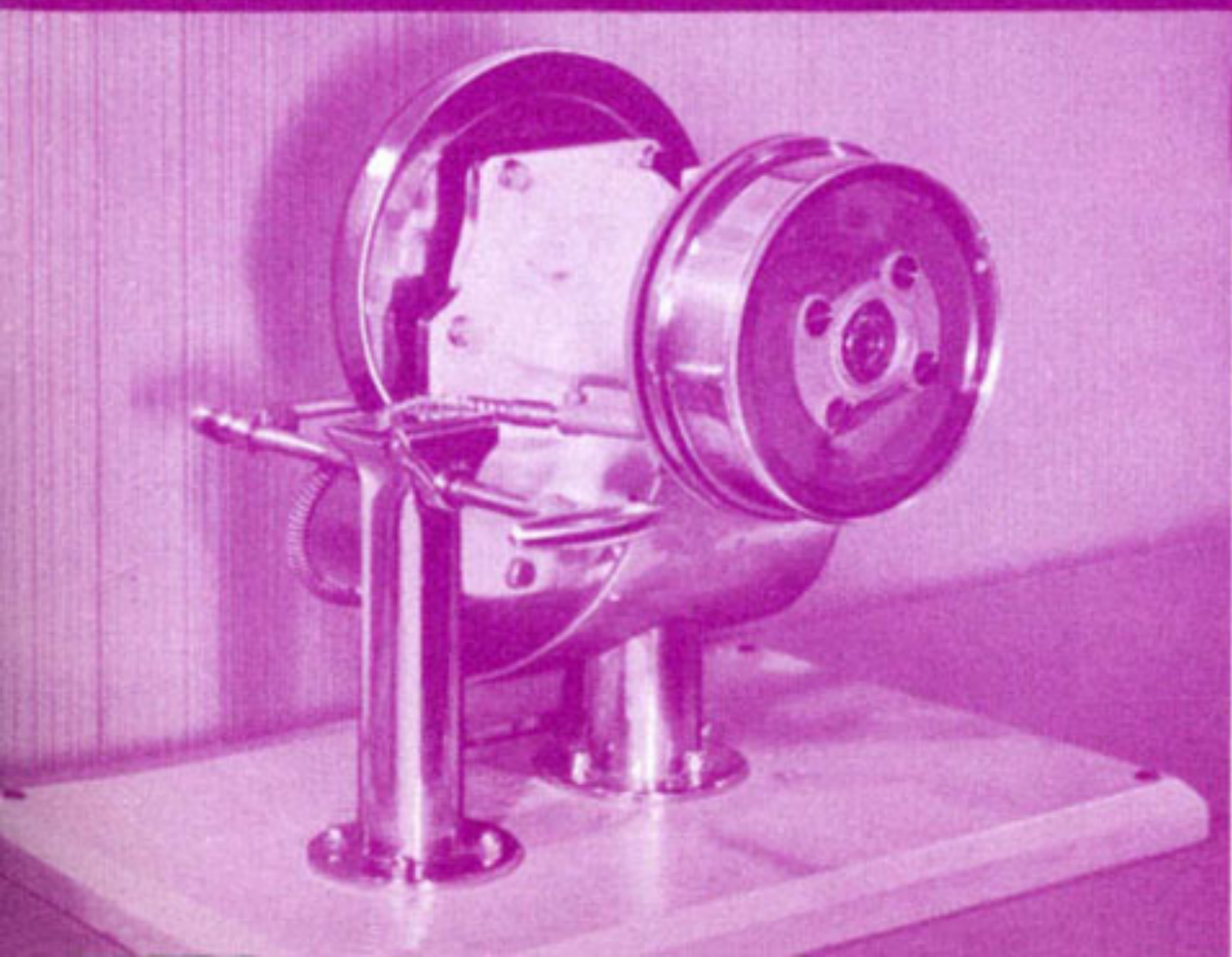
electric window lifts

These lifts may be operated individually or from a master control unit easily accessible to the driver. They're quick, quiet and dependable—no matter what the temperature. It's another reason why Chrysler-built cars are superior for dependability, convenience and luxury.



all-weather comfort

Your comfort—all year round—inspired this example of Chrysler engineering. A continuous-flow air intake system provides a supply of fresh air winter or summer. This helps prevent fogging, defrosts windshield and pressurizes interior, so that air moves *out*, preventing drafts.



internal-expanding hand brake

This is a parking brake that operates with just a touch of the finger to set . . . a touch of the finger to release. Provides absolute parking security on the steepest grades. Completely independent from service brake system.

splash-proof ignition

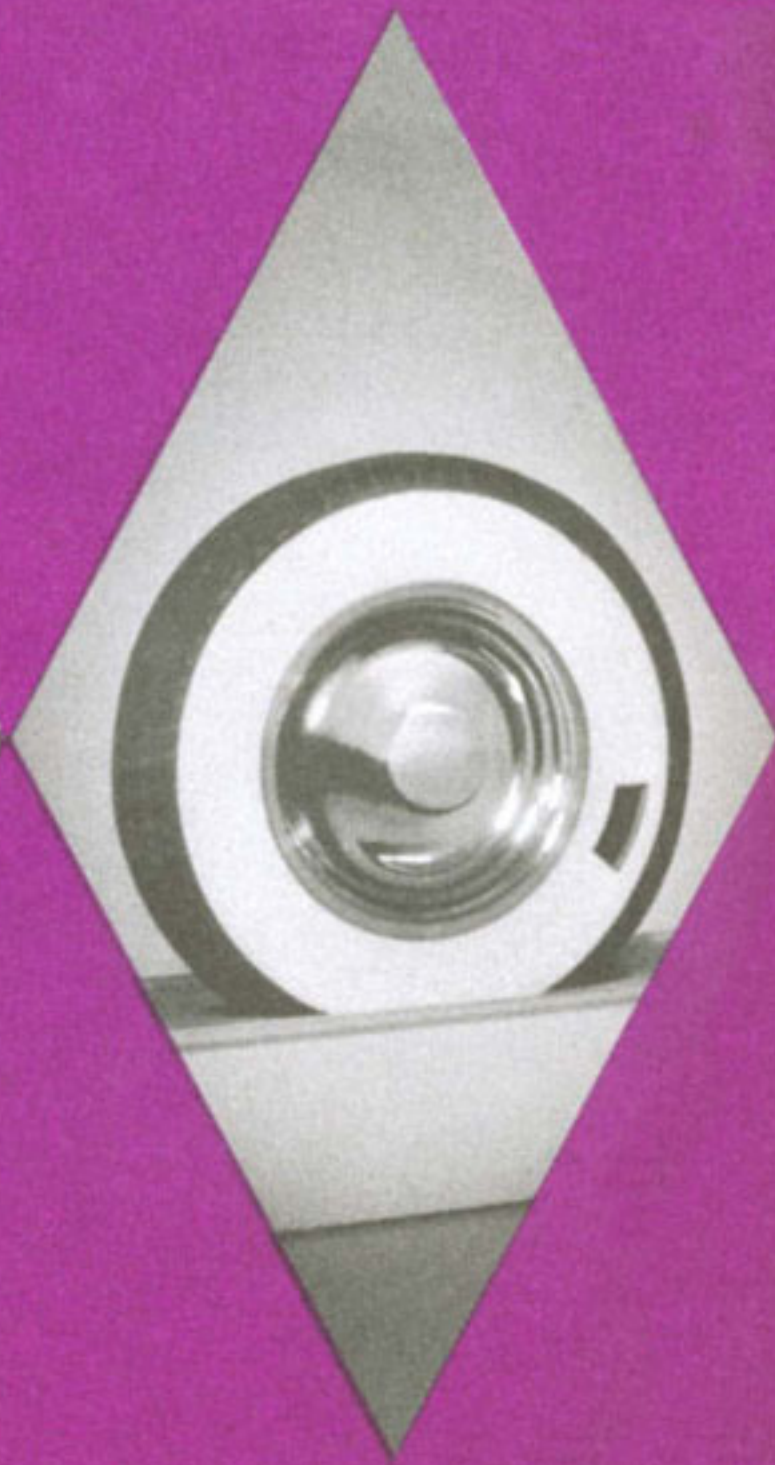
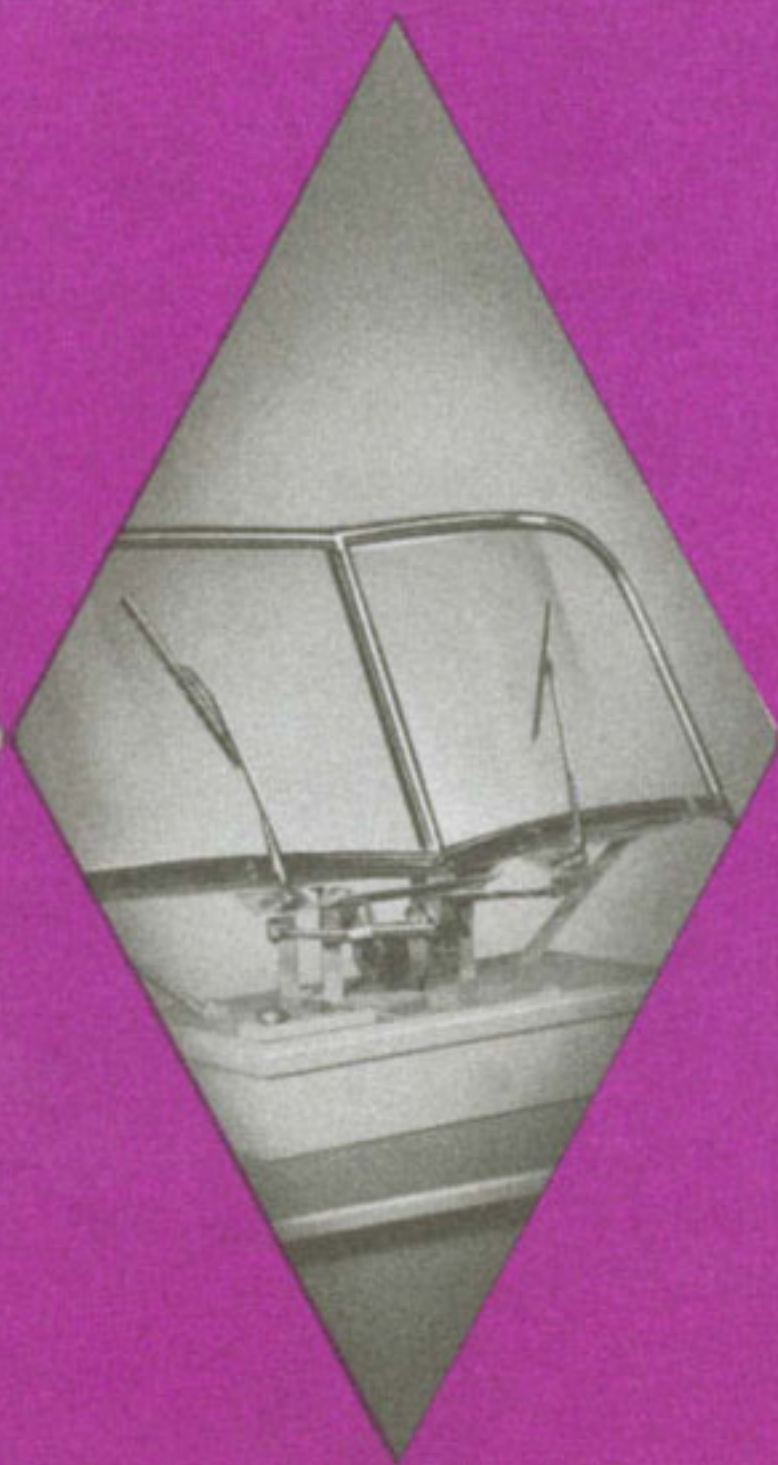
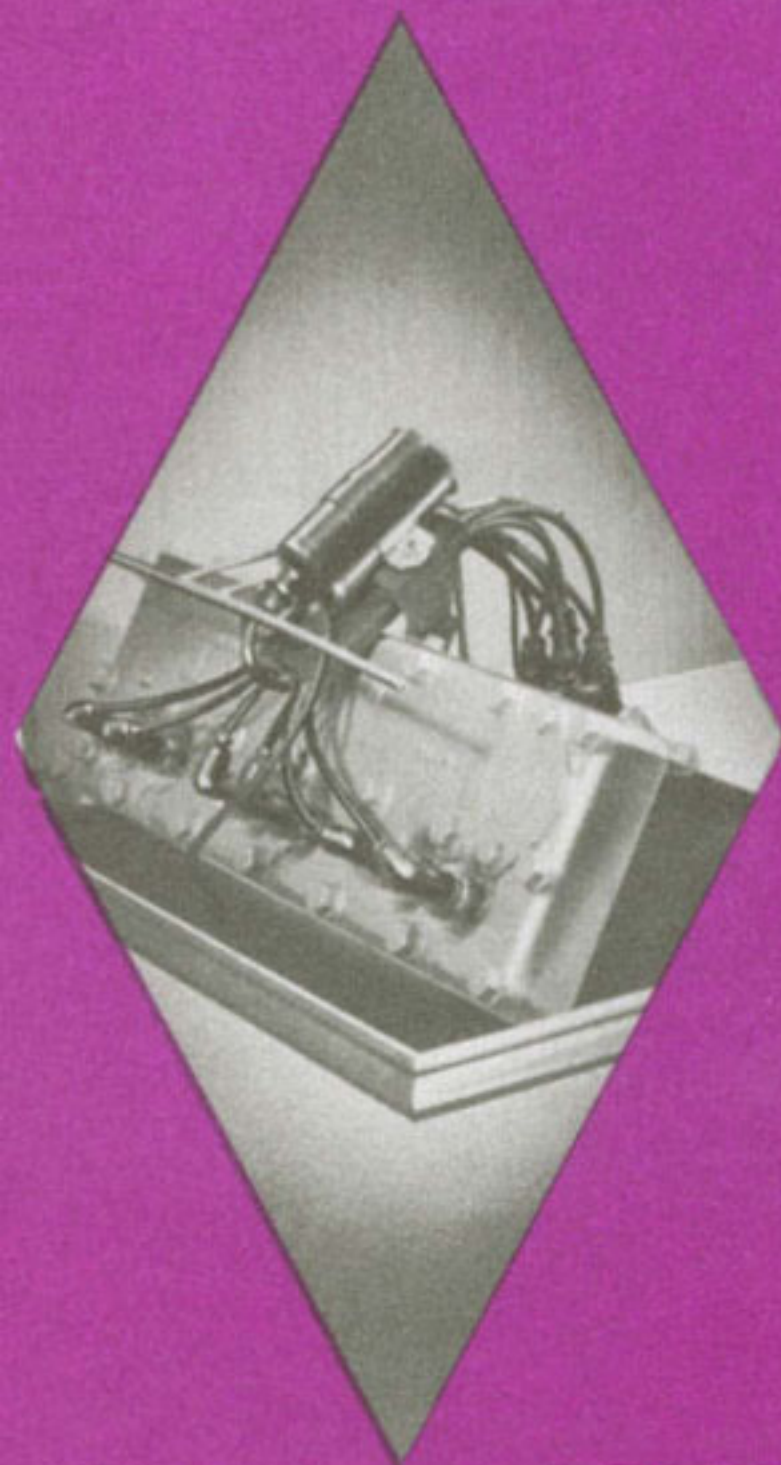
Ignition protected from road splash or damp weather. All ignition parts are specially designed and protected against moisture as well as dirt.

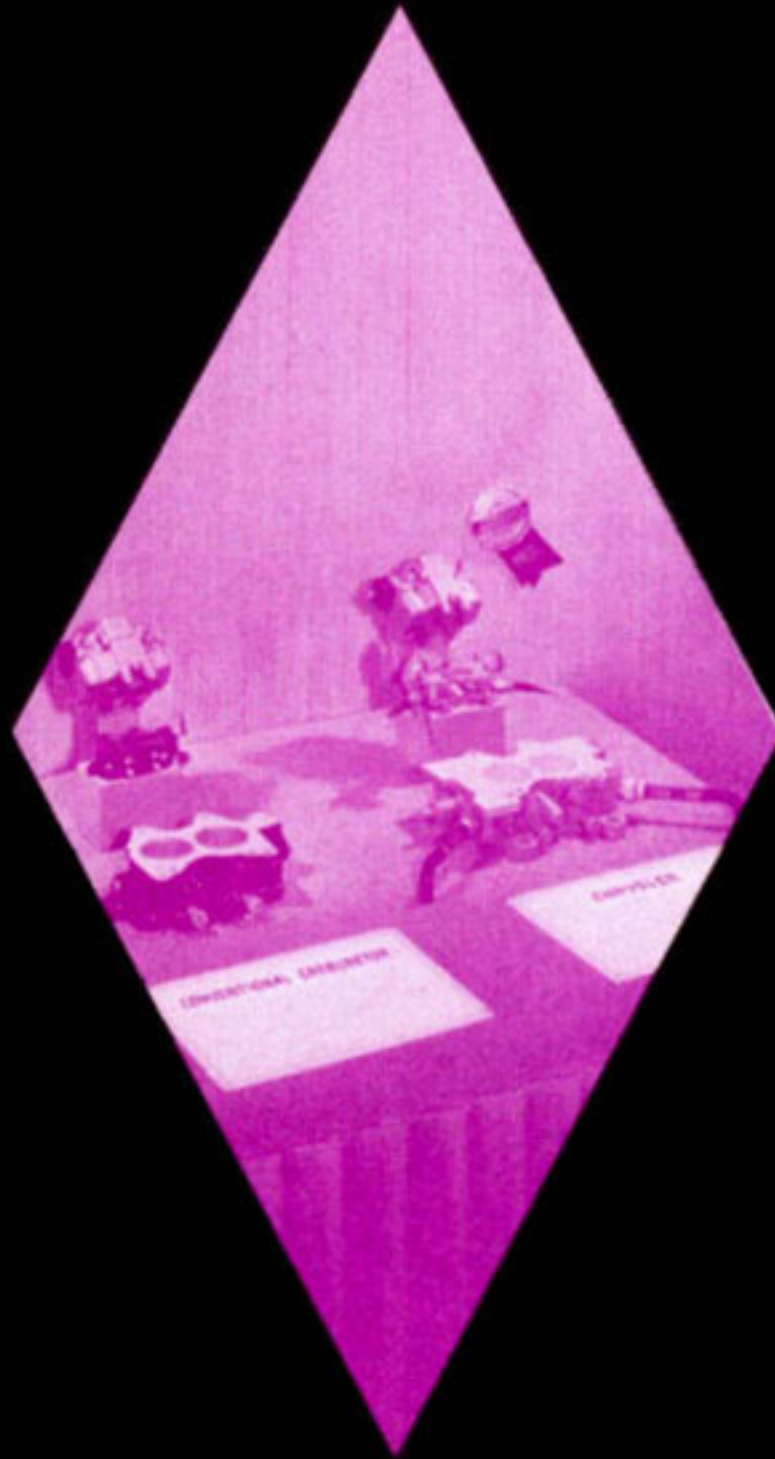
electric wipers

You can be sure these windshield wipers will work when you need them. They operate at constant speed, eliminating the slow-up of the vacuum-operated type. They're self-parking, returning to the stop position when shut off.

safety-rim wheel

Safety-Rim wheels protect against loss of control caused by tire failure. The blown-out tire is held securely to the rim providing a real safety feature. A specially designed ridge built into the wheel rim prevents the tire from slipping off the rim even when completely flat





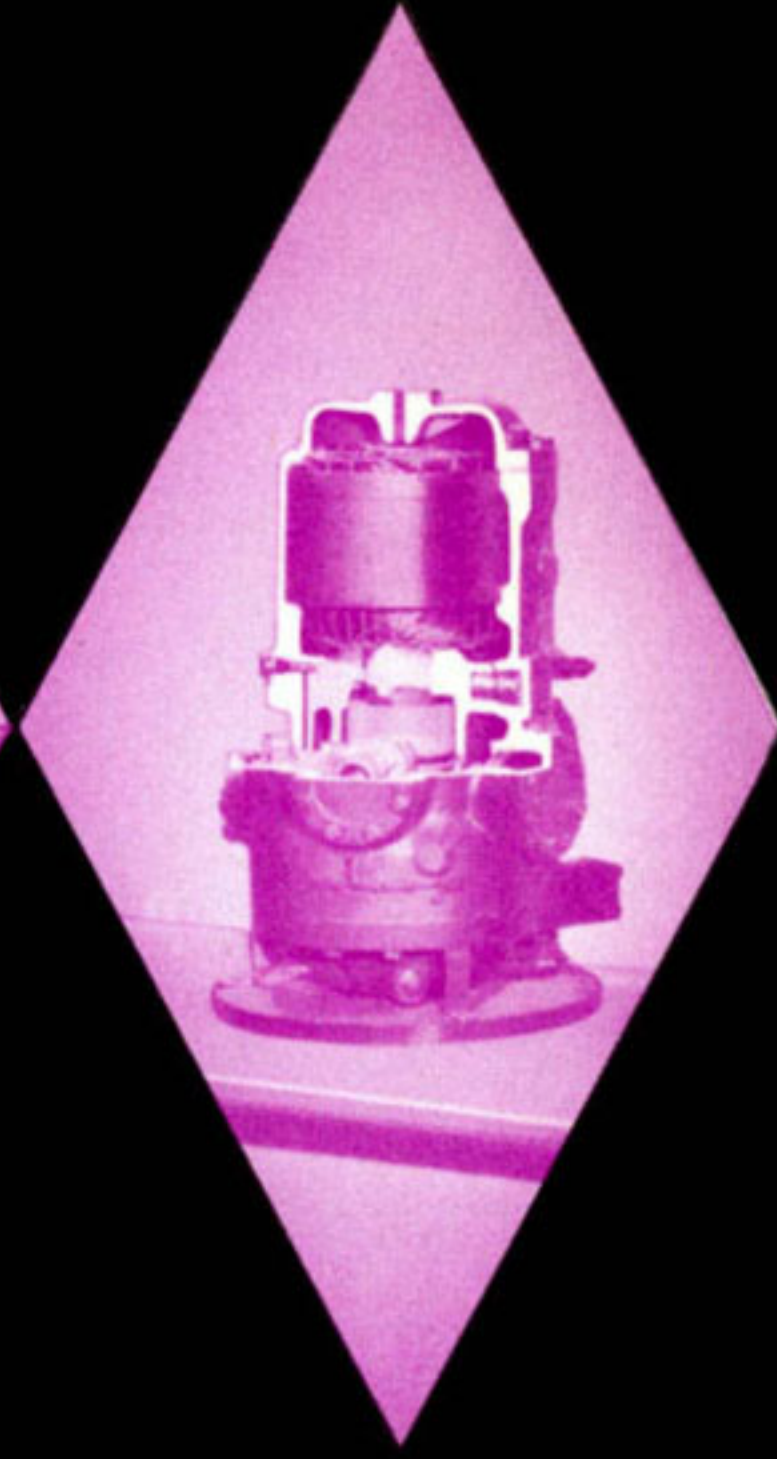
anti-icing carburetor

Warm engine coolant is circulated through passages in the carburetor throttle body, preventing the stalling due to formation of ice crystals which often occurs in ordinary carburetors.



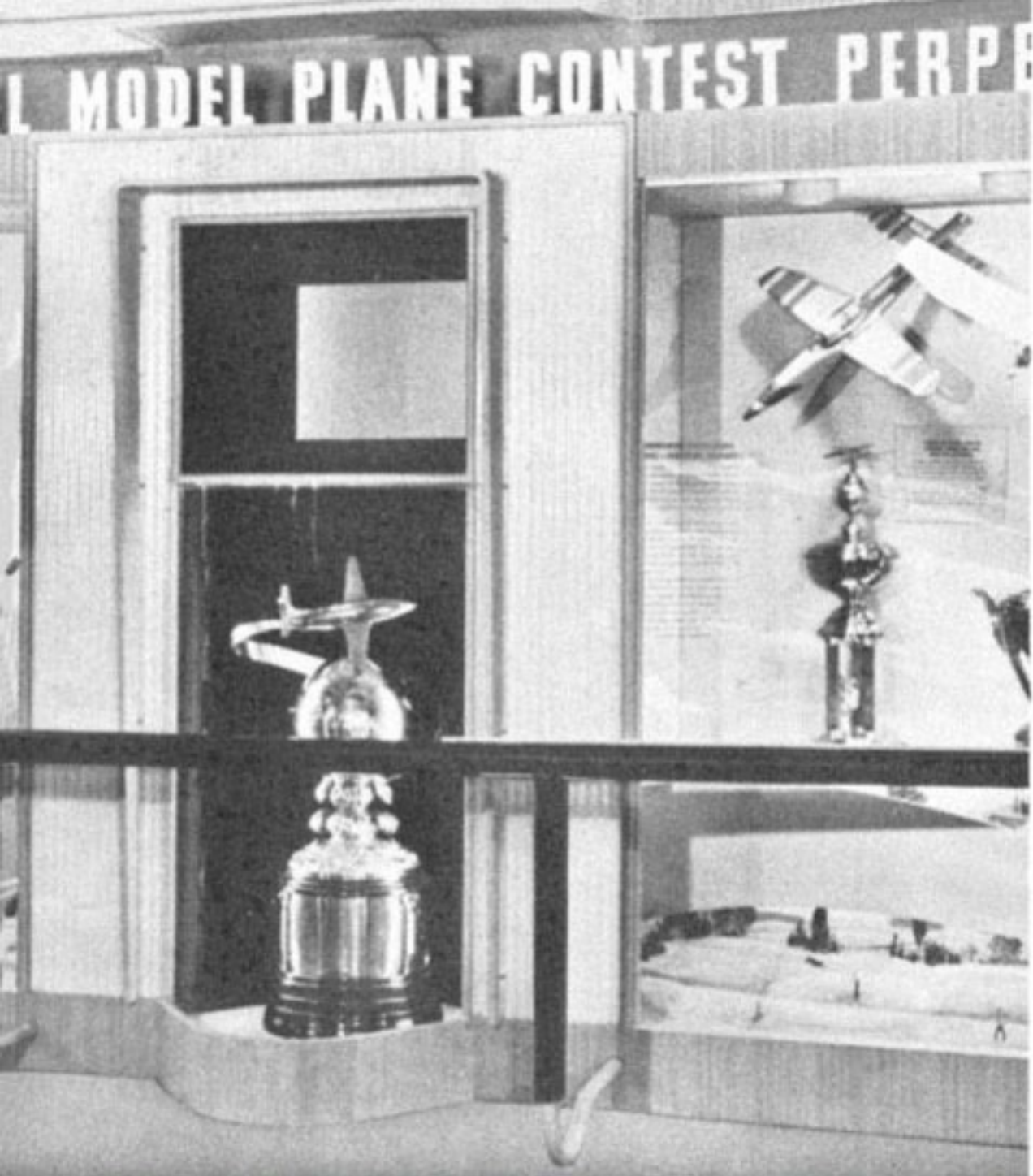
adjustomatic door latch

Door rattles are silenced—on Chrysler Corporation cars! An ingenious cam take-up automatically seats the door tightly against the body and gives greater door stability and safety!



air temp

A five-ton Air Conditioner will cool a seven-room house or a small store. Smooth operation is guaranteed by simple, engineered compressor design. Units also designed in 2, 3, 8, 11 and 15 ton sizes.



model airplanes

Every summer—more than 3,500 Chrysler Corporation dealers co-sponsor with Plymouth Motor Corporation an international model plane contest. Designed to develop character as well as good citizenship, the contest attracts 20,000 youths. Last year more than a million and a half persons attended the Plymouth model plane contests in their own communities throughout the United States.



oilite

Another milestone in Chrysler's never-ending search for efficiency and economy in operations is the development of self-lubricating bearings and machine parts. Oilite bearings reduce friction . . . resulting in longer product life.



cycleweld

In automobiles, tanks, airplanes—and a multitude of operations which formerly required welding, bolting and riveting work—Cycleweld does the job. Smoother surfaces, more strength and more rugged wear are made possible through this amazing process in bonding.

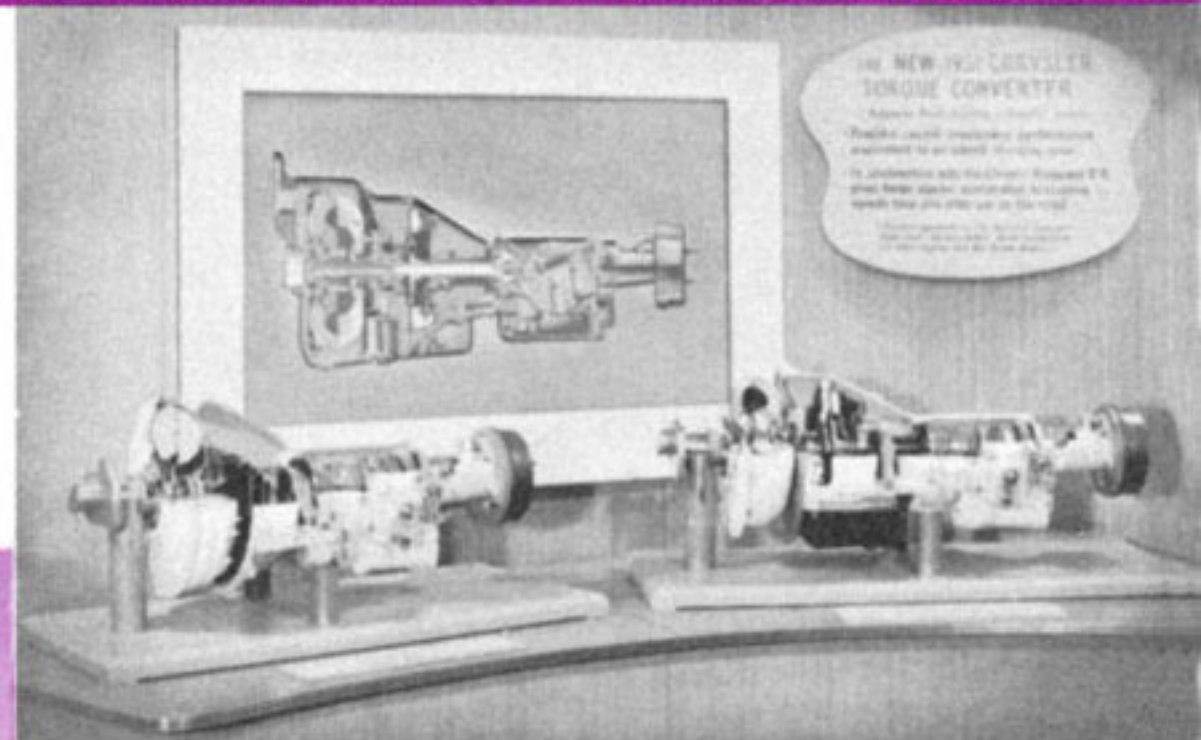
marine reversing gear

The answer to a fisherman's prayer, the experimental electromagnetic Marine reversing gear practically eliminates effort of shifting and provides "feather-touch" control and immediate, positive response.



torque converter

Adoption of the new Torque Converter now gives breakaway performance equivalent to an added starting gear. In combination with the Chrysler FirePower V-8, fast stepless acceleration is added to your motoring pleasure.

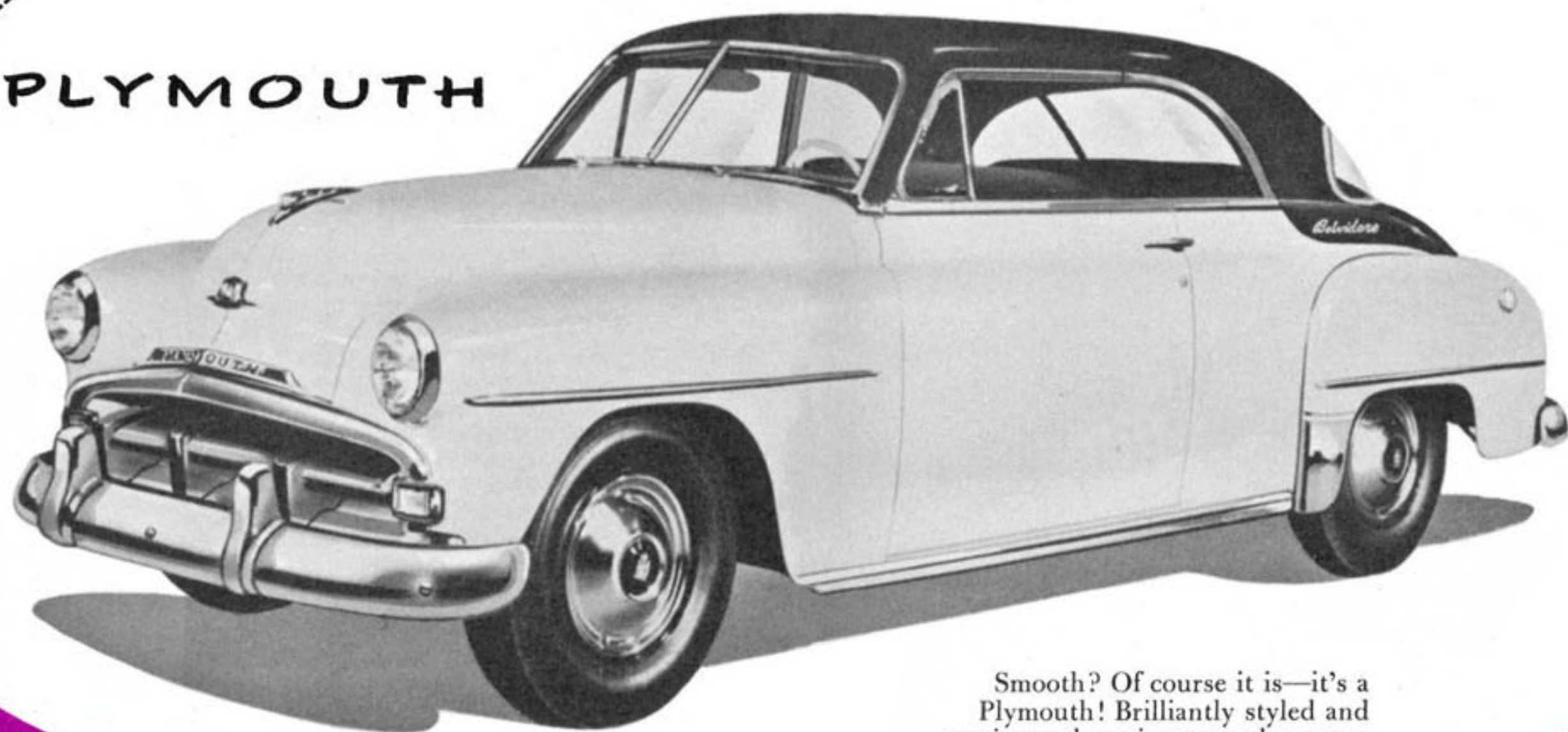


chrysler proving grounds

Under construction is a proving ground, 55 miles west of Detroit, which will be the largest passenger car and truck test area in the world.

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FOR
GREATER
WORTH
TO YOU

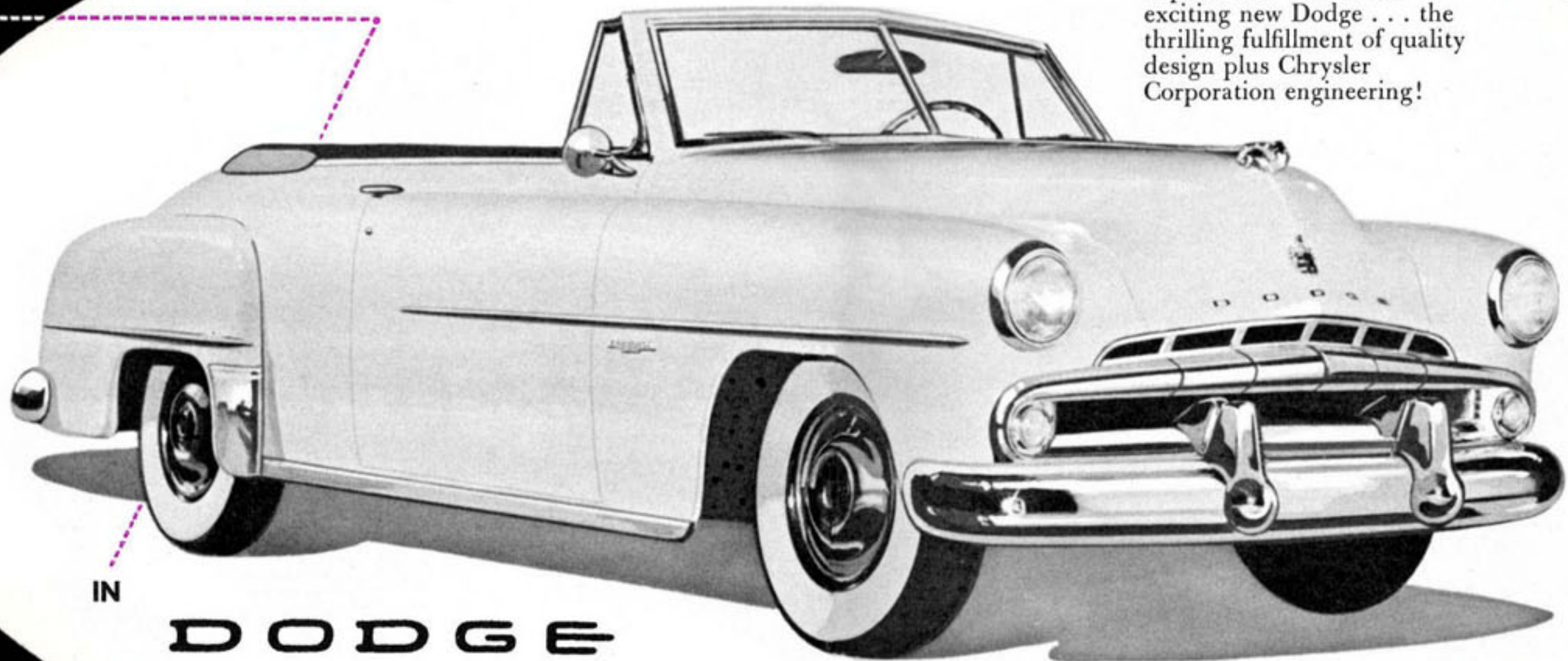
IN PLYMOUTH



Smooth? Of course it is—it's a
Plymouth! Brilliantly styled and
engineered to give you value never
before offered in the low price field.

ENGINEERED
FOR
GREATER
WORTH
TO YOU

So dashing—and so
dependable! That's the
exciting new Dodge . . . the
thrilling fulfillment of quality
design plus Chrysler
Corporation engineering!



IN

DODGE

ENGINEERED
FOR
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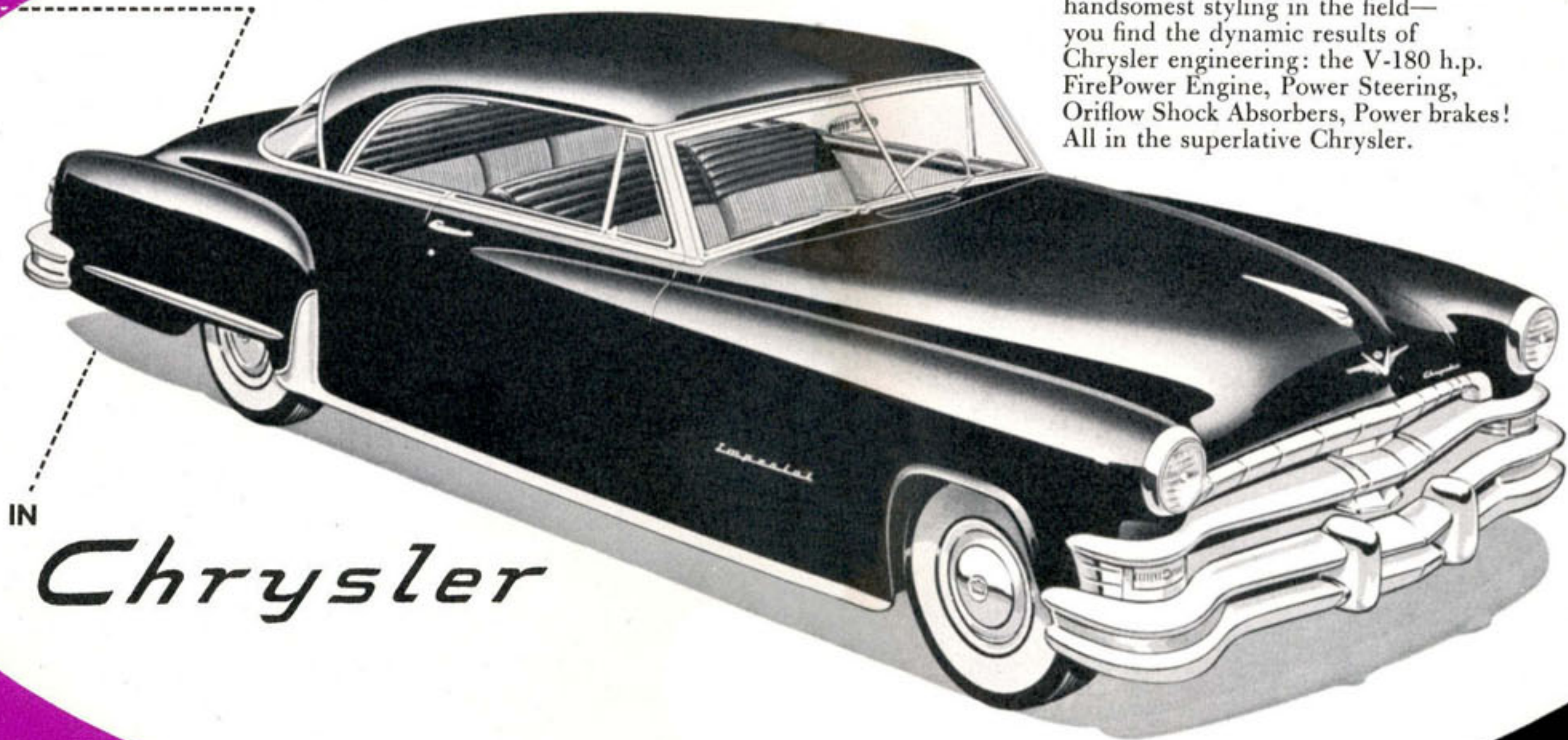
IN *De Soto*



Extra comfort, extra value, extra performance with its new V-8 160 h.p. FireDome engine—they're yours in DE SOTO, the car that's designed for you and your budget too!

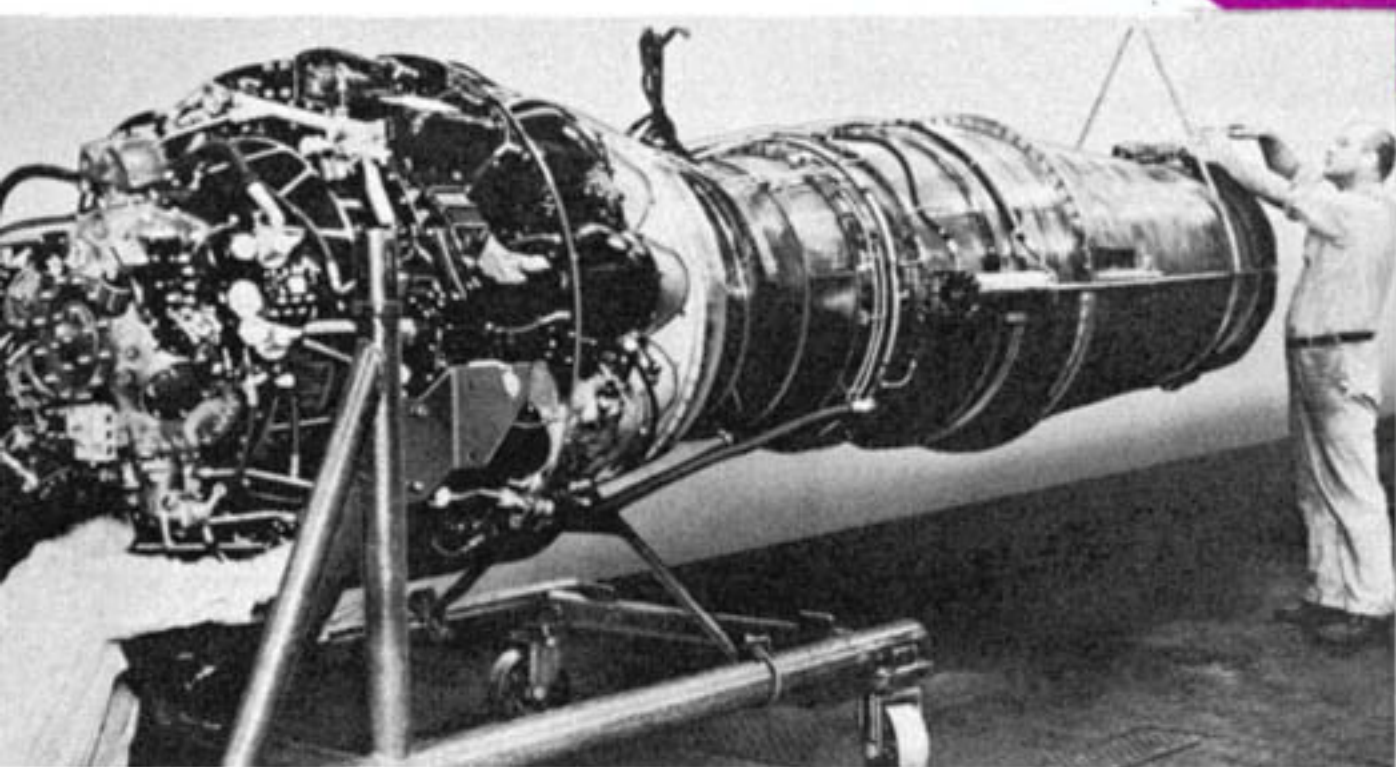
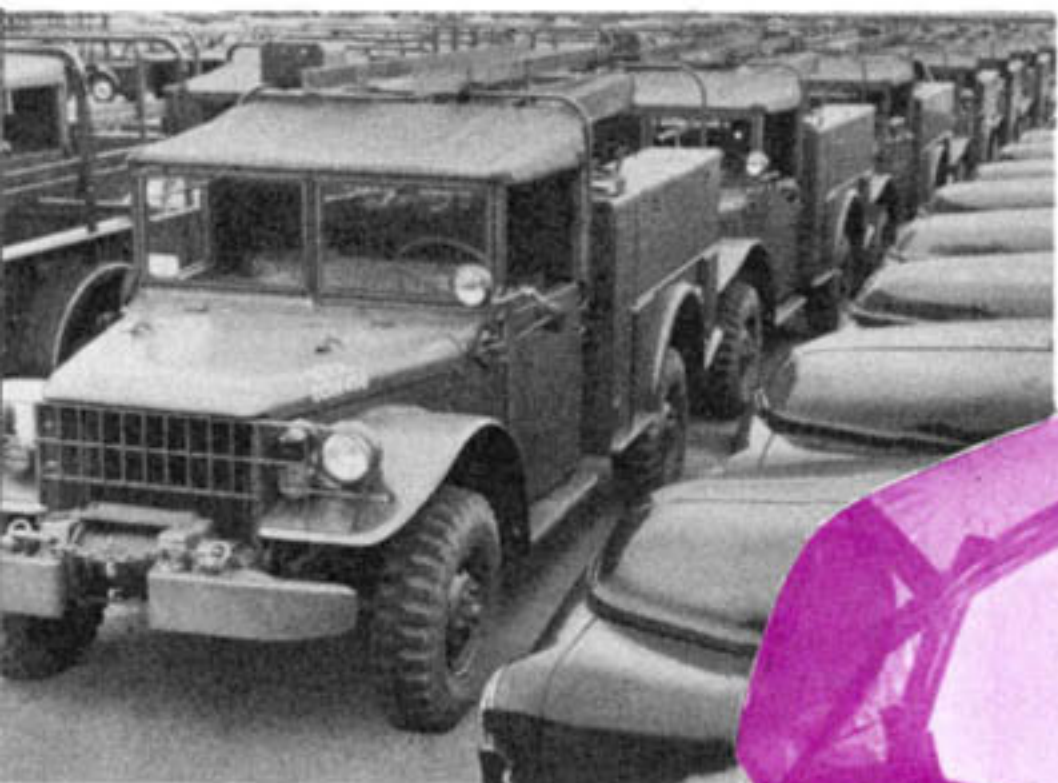
ENGINEERED
FOR
GREATER
WORTH
TO YOU

Here—dramatically combined with the handsomest styling in the field—you find the dynamic results of Chrysler engineering: the V-180 h.p. FirePower Engine, Power Steering, Oriflow Shock Absorbers, Power brakes! All in the superlative Chrysler.



IN

Chrysler



engineering for defense

Chrysler Corporation has many important defense assignments for the Nation today. It is the men trained in peacetime production that can build the defense materials for you.

In World War II Chrysler Corporation was called on to supply hundreds of thousands of front-line motor vehicles—450,000 in fact. Again now the Company is delivering large quantities of the newest and finest Dodge Army Trucks.

From 1941 to 1945 Chrysler Corporation was commissioned to build a huge plant and turn out large numbers of aircraft engines. The Company has a similar assignment today and a 2,000,000 square-foot plant is being developed on the outskirts of Detroit for this purpose.

Chrysler Corporation was called on before to supply large quantities of airplane assemblies. Today large areas in three of its plants have been assigned to similar purposes.

In World War II Chrysler Corporation was one of the Nation's principal suppliers of tanks. It built and operated the Nation's largest tank arsenal.

On every battle-front Chrysler-built tanks played a vital role. Today again Chrysler Corporation has been assigned the job of building and operating another large new tank plant for the production of heavy and medium tanks.

And in another huge government-owned building the Company has been asked to make tank engines. In still a third plant, important range-finders are coming off the assembly line.

The speed with which these assignments will come into full production, of course, will depend upon the delivery of essential machinery and tooling.

The important fact is that all the Company's military assignments are progressing—more than 2500 suppliers throughout the country are participating with the Company in this vital work . . . millions of square feet of floor space in Chrysler Corporation and other plants have military assignments. These are patriotic examples of how America is being served by its industry, both in defense and civilian capacities.

Chrysler FirePower Cutaway Engine
High Frequency Ignition System
Road Testing Instrumentation Car
Forced Aircooled Brake
Carburetor Integral Choke
Riding Comfort Exhibit
Combustion Research
Halide Leak Detector
Oilite Fuel Filter
Safety-Rim Wheel
Engine Cooling
Booster Brake
Conductive Plastics
Body Structure

Plymouth Transparent Chassis
Chrysler FirePower Engine Endurance Exhibit
Convertible Top and Window Lift Life Test
Chrysler Designed Railroad Truck Exhibit
Complete Chrysler New Yorker Chassis
Experimental Electromatic Marine Gear
Tail Light and Stop Light Optics
Brake Dependability
Engine Vibration

● engineering exhibits in the chrysler corporation's "new worlds in engineering"

Power Steering Demonstration
Generator Historical Exhibit
All Weather Comfort System
Adjustomatic Door Latch
Animated Road Test Map
Chrysler Proving Ground
1952 Plymouth Engine
Anti-icing Carburetor
Splash-proof Ignition
Brake Hose Life Test
Electric Window Lift
Magnesium Castings
High Speed Stirrer
Cyclebond Brakes
Transmissions
Oil Filters

Carburetor Historical Exhibit
Radioactivity In Research
Electric Windshield Wiper
Surface Physics Research
Electron Microscope
Power Steering Life Test
Decorative Coatings
De Soto V-8 Engine
Brake Achievement
Styling Exhibit

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"NEW WORLDS IN ENGINEERING"