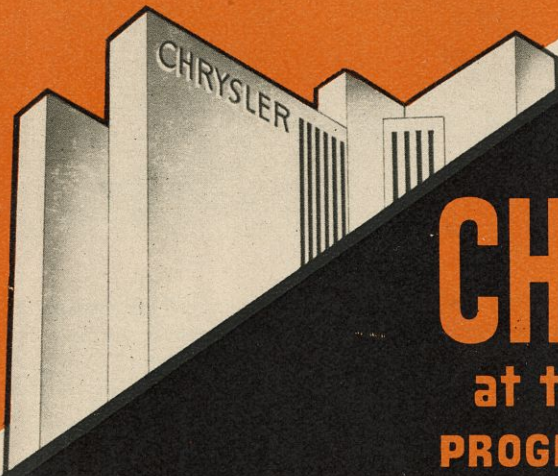
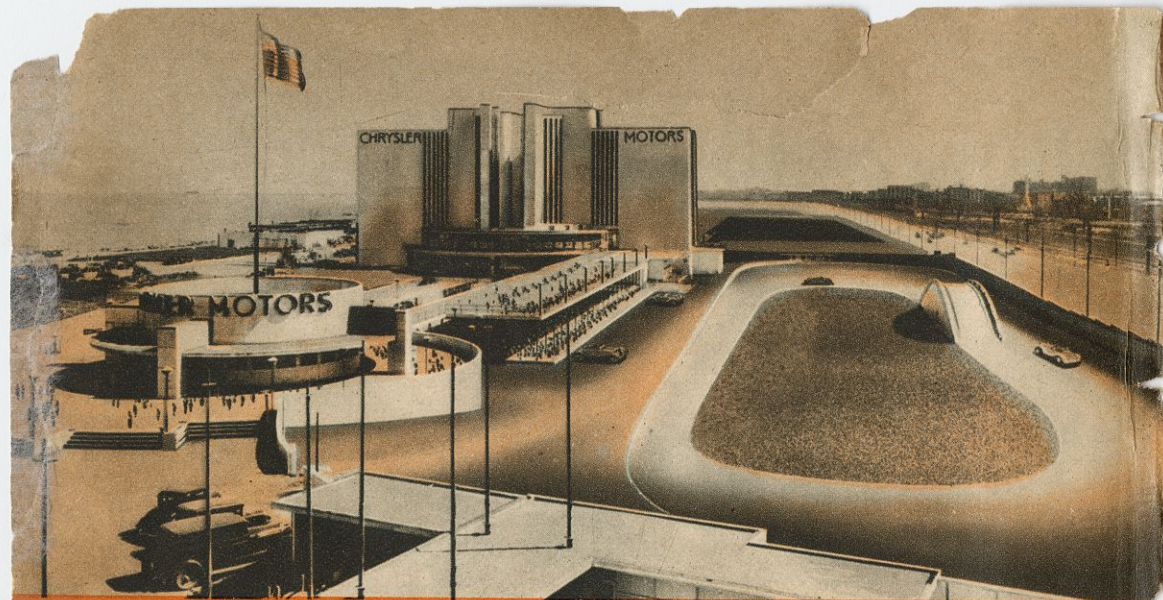


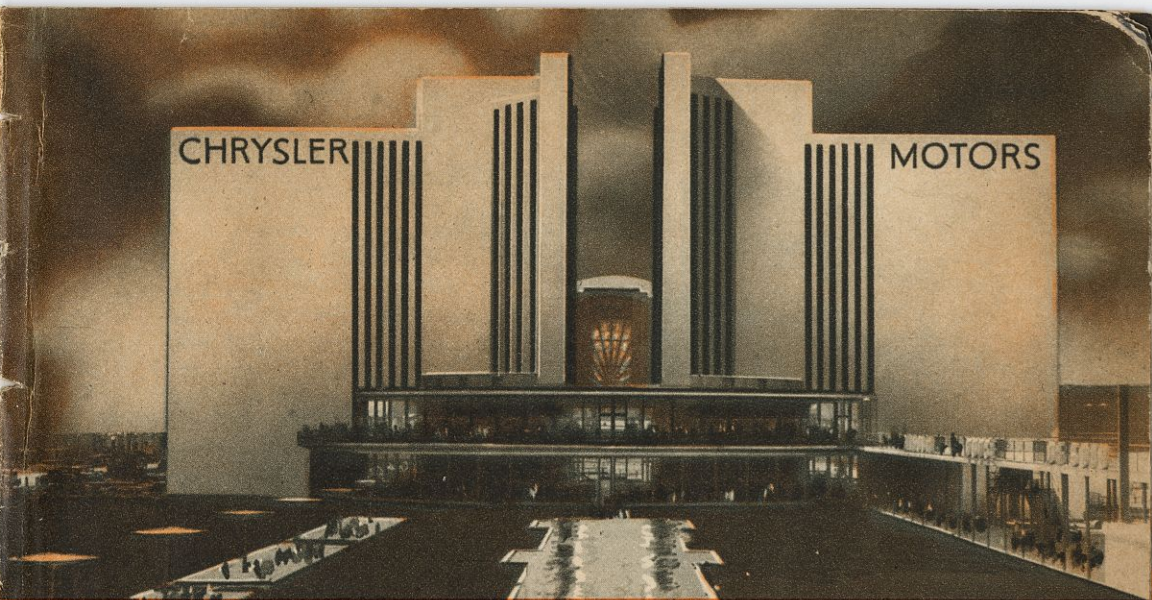
Things you don't
want to forget..



— about
CHRYSLER
at the CENTURY OF
PROGRESS EXPOSITION



● The Chrysler Motors' exhibit is the largest, in area, of all private exhibits at the Century of Progress Exposition. It covers seven acres of ground and the main building has over 68,000 square feet of floor space on which is placed the most complete and amazing automotive engineering displays ever assembled. Both floors of the Chrysler Motors' exhibit are constructed with glass side walls and



due to the nature of its interior displays, the Chrysler Motors Building has become known to fair visitors as "The World's Largest Showcase."

Designed by Holabird and Root, internationally known architects, the exhibit is the center of the Transportation Group, immediately north of the Travel and Transport Building.

. . . INTERESTING FACTS ABOUT



The entire Chrysler Motors' exhibit covers approximately seven acres of ground and is in four main parts.

"The Revolving Cyclorama"—an airplane trip across the United States in eight minutes! This cyclorama, one of only three similar ones ever made, was designed and executed by Boucher of New York at a total cost of \$50,000.

It is 105 feet in circumference and takes eight minutes to complete one revolution.

The 360-Foot Long Promenade—leading from the Revolving Cyclorama to the main building.

The Main Exhibit Building belongs to the moderne school of architecture. Constructed on piling—184 in number—sunk more than 40 feet into the earth—it houses an exhibit of more than 25,000 different and distinct automotive articles. On the World's largest display table—145 feet long and seven feet wide—is shown for the first time every part of

THE CHRYSLER MOTORS' EXHIBIT

an automobile. It represents a new Plymouth Six four-door sedan completely disassembled.

The visitor to this exhibit may follow the disassembled car from front to rear by walking the length of the table. The display, weighing approximately 3,000 pounds, contains eight different metals, dozens of alloys, a wide variety of other materials, such as glass, leather, asbestos, cork, cotton, rubber, etc., that go into the making of this modern motor car.

The Quarter-Mile Test Track—oval in shape, 18 feet wide at its narrowest point and 40 feet wide at the banked turns, presided over by the most famous and colorful figure in racing history—Barney Oldfield.

On the west straightaway is a 25 foot high ramp, with an average grade of 25%. The east straightaway has 45-degree angle ramp. This construction provides graphic demonstration of hill-climbing as well as the safety and roadability of Chrysler Motors' products.

This track is the headquarters for some of the World's most famous race drivers who are on duty to demonstrate our cars to visitors.

The eastern side of the exhibit is a beautiful sunken garden. A wealth of room is provided in which visitors may gather and rest. The center of the garden is the Chrysler reflecting pool.

The four huge 125-foot pylons which make up the Chrysler Motors' Main Building are crowned with golden yellow gaseous signs—the only ones of their kind at the fair, reading "Chrysler Motors." These signs are eight feet high and can be seen from the entire Loop and near-north districts of Chicago.



INTERESTING FACTS ABOUT CHRYSLER MOTOR CARS

● The rise of the name "Chrysler" in the automobile business has no parallel in the annals of the World's industrial history.

From the introduction of his first car in 1924 to the World's Third Largest Producer of automobiles in less than three years, is the sensational record of Walter P. Chrysler that has never been equalled.

Today Chrysler Motor cars are sold and driven in every part of the world. Every year, since the introduction of the first Chrysler car just nine years ago, Chrysler has secured an increasing percentage of the total number of cars sold in its market.

This year—1933—Walter P. Chrysler has set his stamp of approval upon today's Chrysler products



CHRYSLER

The central illustration features a stylized, dark, angular shape resembling a car's body or a wing, set against a background of horizontal lines. The word "CHRYSLER" is written in a bold, italicized, sans-serif font across the lower portion of the illustration. The entire graphic is framed by two vertical orange bars on either side.

with the following words: "These are the finest cars ever to bear my name."

The 1933 Chryslers are built to give you more for your dollar . . . greater values than ever before . . . at the lowest prices in Chrysler history.

The 1933 Chryslers are built to give you better performance, more beautiful appearance, and luxury superior to anything previously possible.

Chrysler has created for you new, dynamic beauty . . . new streamlining and grace . . . new comfort and economy of operation . . . new safety, that out-dates yesterday's standards . . . and costs you less!

There is no imagining these new Chryslers. You must ride in them—drive them . . . and see for yourself how Chrysler has excelled all previous efforts in creating cars that really answer the needs of the times. ●

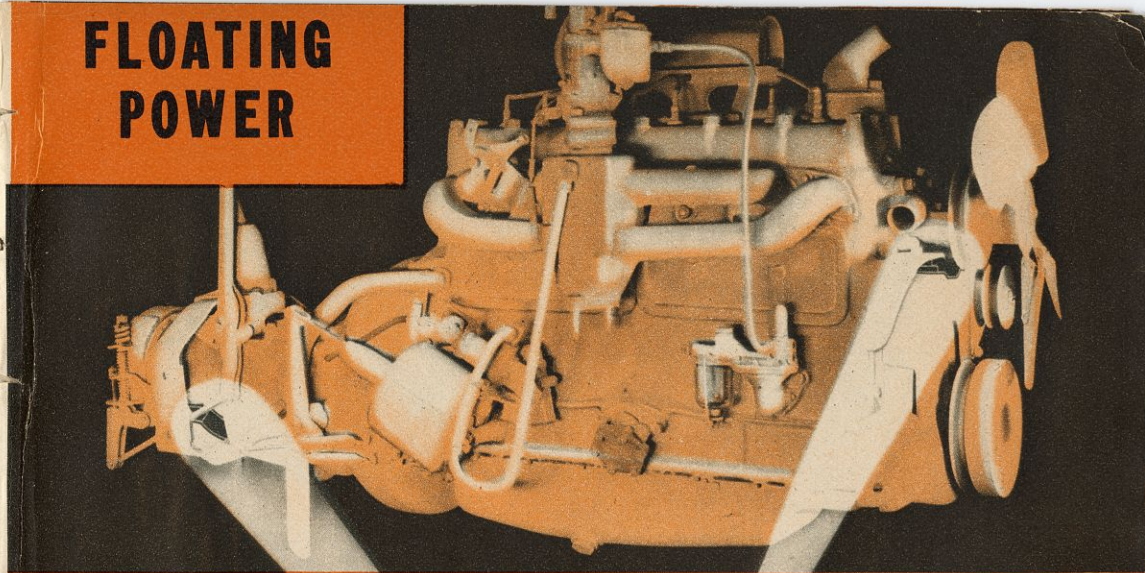
● Only one thing makes these four magnificent Chrysler cars for 1933 possible at their prices. That is nine continuous years of engineering progress without equal in the industry.

Chrysler engineering is not a matter of refining and improving from year to year. It comprehends infinitely more. Today, for instance, in Chrysler's engineering laboratories, over 900 separate projects, each representing some phase of motor car refinement, are undergoing the Chrysler process of research and testing.

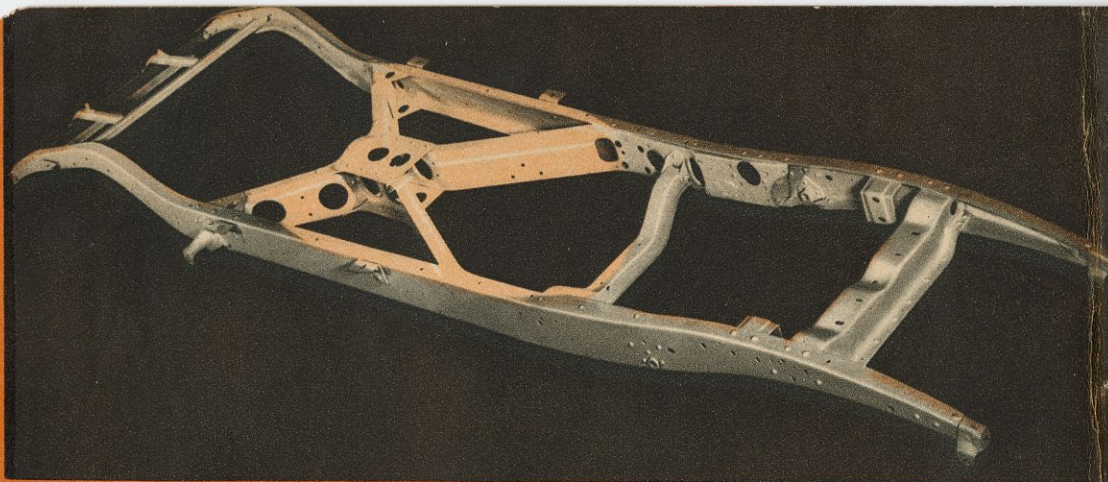
Some of these projects will materialize as features in Chrysler cars a year hence; some in two, three or four years; others—a large majority—will fall short of Chrysler's strict merit tests and will never see the light of day.

The thoroughness and scope of Chrysler engineering stands alone in the motor car industry. The following brief descriptions of some of the many exclusive Chrysler features for 1933 reveal only a few of the reasons why Chrysler is truly the *symbol of great engineering!*

FLOATING POWER

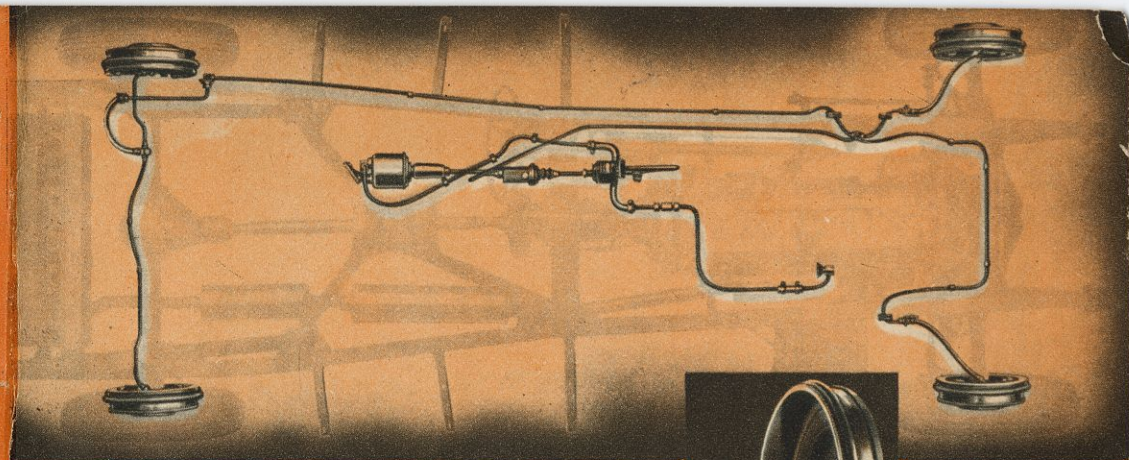


Chrysler's great engine mounting development: The engine and transmission as a unit are cradled in rubber so that the entire power plant is suspended in perfect balance and in such a manner that all power tremor is absorbed, providing unmatched smoothness. The dark area at the front of the motor illuminated by the light beam is the front mounting; the dark area, rear, shows part of the engine abutment which prevents sidewise movement of the engine. Both units consist of thick blocks of rubber inseparably molded to steel.



DOUBLE-DROP GIRDER-TRUSS FRAME

As the foundation of a car, the frame should be its strongest and most rigid unit. To this end, Chrysler engineers designed the double-drop, girder-truss frame—a frame by test 15 times more resistant to twists and strains than the average conventional cross-member frame. The double-drop design of this frame is the source of the low overall height, low center of gravity and roadability of all Chrysler cars. The girder-truss principle is an adaptation of modern bridge construction.



HYDRAULIC BRAKES . . WITH CENTRIFUSE BRAKE DRUMS



No braking system has ever been devised to equal the smooth action of Chrysler hydraulic brakes. There are no mechanical connections in the Chrysler hydraulic braking system to rattle and wear and cause unequal pressure on the four brake drums. These brakes are self-equalizing—always the same braking pressure to each wheel; safe, sure and positive. (Inset:) Centrifuse brake drums dissipate heat quickly, assure smooth, even braking and long brake-lining life.



ALL-STEEL INSULATED BODIES . . .

Chrysler all-steel bodies, electrically fused into a single unit, giving great strength, are the safest bodies built. Their one-piece construction and the completeness with which they are insulated are also reasons why they are the quietest. They are as modern in construction and as safe to ride in as the most modern all-steel Pullman car! Cooler in summer, warmer in winter—they have no equal.

ALUMINUM ALLOY T-SLOT PISTONS . . .

Remarkably light in weight, but more rigidly constructed, are Chrysler's new aluminum alloy T-slot pistons. This new piston development removes all tendencies of piston distortion, contributes to Chrysler engine smoothness, lightens the weight on crankshaft bearings, notably reduces oil consumption, and gives longer piston life. Every car in the 1933 Chrysler line is equipped with these most modern pistons. Each piston carries five piston rings—four compression rings and one oil ring.



RUSTPROOF BODIES, FENDERS AND SHEET METAL PARTS

Bodies, fenders, running boards and sheet metal parts of all Chrysler cars are treated with a special rust-proofing process before enamel or paint is applied. With this protected surface, small paint chips cannot develop rust spots which, in relatively short periods of time, spread and cause unsightly appearance and deterioration. Chrysler owners thus are assured the minimum cost of upkeep of the exteriors of their cars. Fewer trips to the paint shop mean constant, day-after-day service and a higher trade-in valuation when the time comes to buy a Chrysler again.

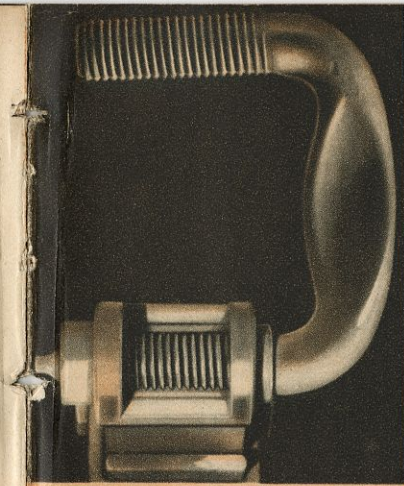
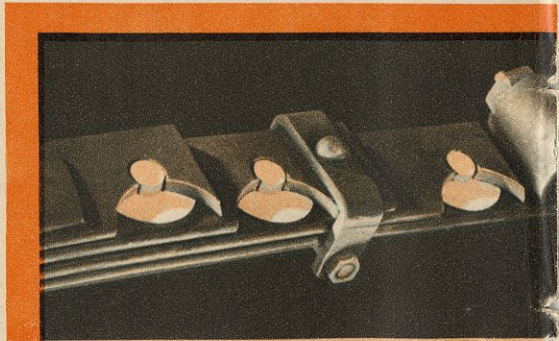
AUTOMATICALLY CONTROLLED SHOCK ABSORBERS . . .

Built into Chrysler hydraulic shock absorbers is a device which automatically controls the amount of shock absorber action according to road conditions. With this inertia-type shock absorber the driver is relieved of all necessity of manual control

from the dash and may concentrate his attention upon driving. The 1933 Chrysler cars are as completely automatic in operation as the World's most famous automotive engineers can make them. Combined with Chrysler Oilite squeakproof springs, this feature provides as near perfect riding qualities as modern engineering has been able to produce.

OILITE SQUEAKPROOF SPRINGS . . .

Discs of a special Chrysler developed metal, called Oilite—40 per cent oil by volume—keep Chrysler springs lubricated for the life of the car. They are positively quiet and contribute much to unexcelled Chrysler riding qualities. Here is one of the many exclusive Chrysler engineering features pioneered and developed in Chrysler's own mammoth engineering laboratories, and available only on Chrysler Motors' products.



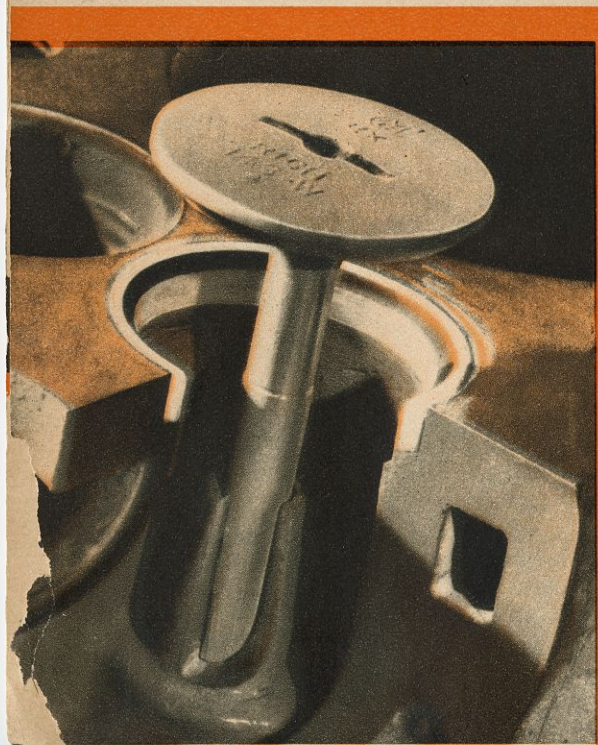
SILENT U-THREAD TYPE SHACKLES . . .

The threads of this silent U-thread type shackle retain lubrication for a much longer period of time than any other type of shackle yet designed. It reduces shackle friction and wear and contributes to fine Chrysler riding qualities. Fitted to the rear end of all Chrysler springs, while the front shackle is a specially designed rubber core, which further improves riding qualities and insures silent spring action. Another exclusive Chrysler feature, made available to all buyers of Chrysler products through ceaseless scientific research—truly a fitting companion to Oilite springs.

STEERING SHOCK ELIMINATOR . . .

Driving fatigue induced by road shocks transmitted from the front wheels to the steering wheel is eliminated in Chrysler cars by means of a shock-dampener device. It consists of a specially designed shackle for the left front spring. Road shocks which would normally travel from springs to frame to steering mechanism are halted and absorbed by this device. Drivers who cover hundreds of miles a day tell us this one feature alone is worth many times its actual value in restful, comfortable operation over all kinds of roads.

VALVE SEAT INSERTS



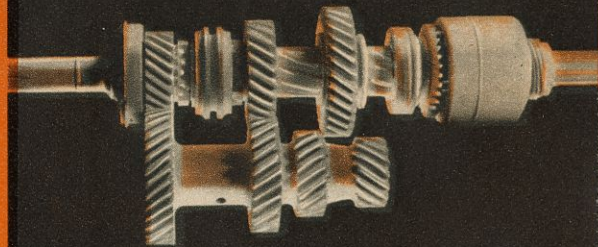
Another entirely new and Chrysler developed feature: Chrysler valve seats are inserts of special steel alloy instead of the cast iron of the cylinder block. This very hard metal resists the terrific heat and pounding action of exhaust valves which tend to destroy the close fit that must be maintained between valve and valve seat, and thus greatly reduces the need for valve grinding. This feature, alone, saves Chrysler owners many dollars in upkeep annually.

FLEX-BEAM HEADLAMPS

The beautiful new headlamps which add so much to the appearance of new Chryslers, also give a new degree of lighting utility. There are four light control positions: (1) bright lights; (2) dim lights; (3) low current parking lights; and (4), in passing motorists on the highway, the left beam is depressed, removing glare, and the right beam remains bright, illuminating the right side of the road.

ALL-SILENT TRANSMISSION

Chrysler's new all-silent transmission gives an entirely new degree of driving enjoyment. It is silent in first, silent in second, silent in third and silent in reverse. Also provides a positively instantaneous shift between all gears . . . a feature of the Chrysler Six . . . Chrysler Royal Eight . . . and Chrysler Imperial Eight.



COINCIDENTAL STARTER . . .

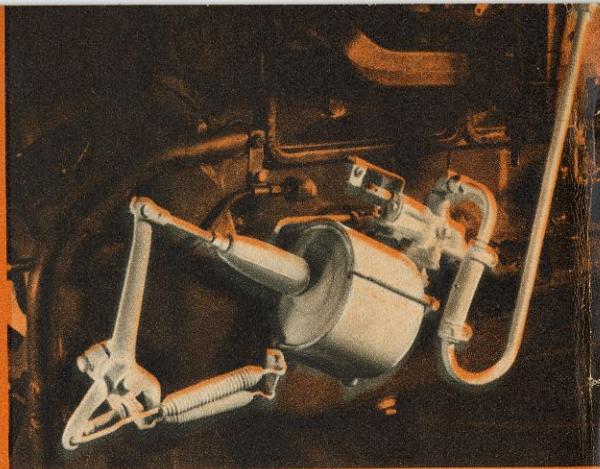
Starting is effected by depression of the accelerator pedal instead of the conventional starter button. Quick change of foot position from the old starter button to accel-

ACCELERATOR-TYPE

erator to prevent stalling is eliminated. As soon as the engine starts, the connection with the starting motor is automatically broken. A distinct value feature which proves itself many times over in case of engine stalls in traffic or on hills. All new model Chryslers have this wonderfully convenient, positively safe starting device.

AUTOMATIC CLUTCH . . .

Chrysler's automatic clutch is one of the greatest advancements ever made toward effortless motor car operation. It is almost human in action, relieving the driver of the necessity of ever using the clutch pedal when shifting from one gear to another. Especially desirable in the cases of women drivers.



IMPROVED FREE WHEELING . . .

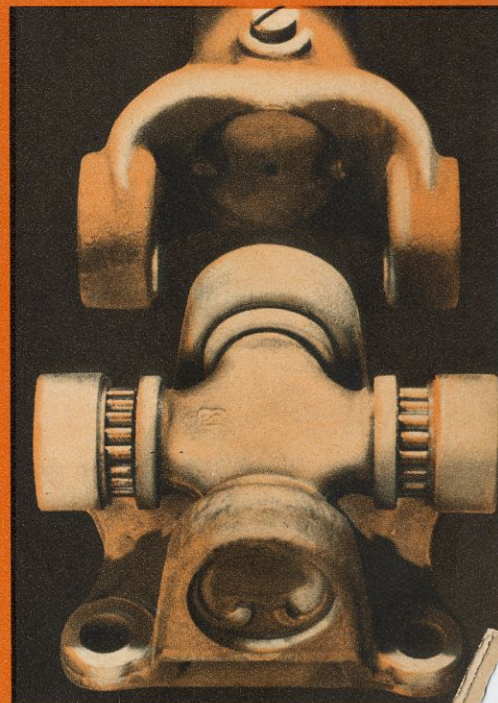
The Chrysler free wheeling unit, perfected by Chrysler engineers, is a separate device located in the rear of, but assembled as a unit with, the transmission. An outstanding advantage is the fact that the operator may drive in the conventional manner, without free wheeling, by simply changing the position of a convenient control located on the instrument panel. The combination of Chrysler free wheeling with hydraulic brakes and Centrifuse brake drums has won thousands of new Chrysler friends the world over.

ROLLER BEARING UNIVERSAL JOINT

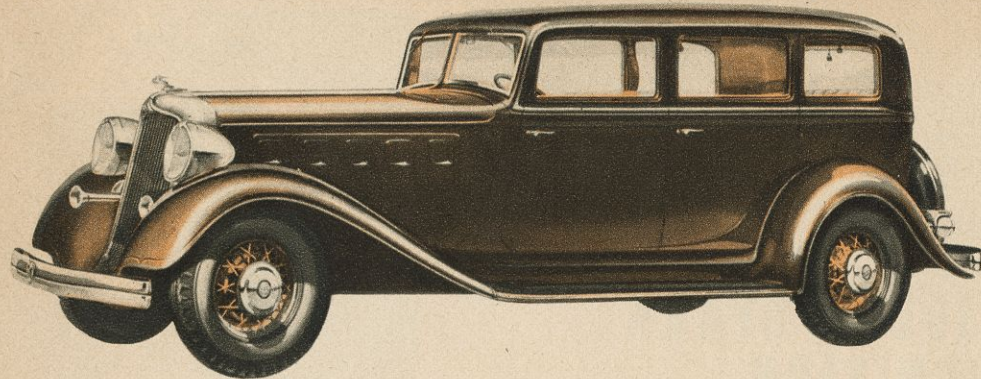
Another new Chrysler development is the roller bearing type of universal joint employing a large number of small rollers which reduce friction to a minimum and seldom, during the life of the car, require attention or lubrication. Whereas this joint is easily forgotten and neglected on ordinary cars, on Chrysler cars it is troublefree.

SOLAR SPARK IGNITION . . .

Changes in the design and materials of ignition units permit a much stronger current and hotter spark—a spark that will fire spark plugs that have had long periods of service. This new type of ignition contributes to better high speed performance, better cold weather performance and gives much longer life to the entire ignition unit of all new Chrysler cars.



CHRYSLER SIX SEDAN

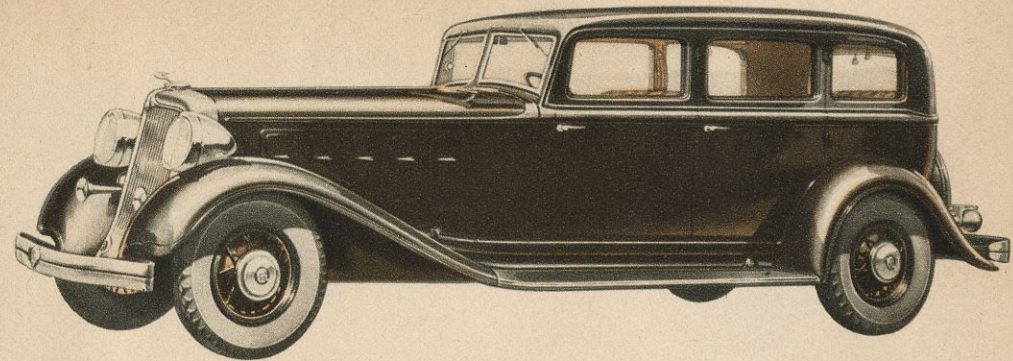


SIX BODY TYPES:

Sedan	Brougham	Rumble Seat Coupe
Convertible Sedan	Business Coupe	
Convertible Coupe		

EQUIPMENT: Safety glass (windshields); adjustable front seats, two inside sun visors, Bedford cord or mohair upholstery; dash cigar lighter, ash receiver, glove compartment and beautiful new instrument panel; two stop lights, dual trumpet horns and dual windshield wipers. Robe cord, foot rest, assist straps, dome light, ash receivers, arm rests (rear compartment, Sedan). Six wire or demountable wood wheels and side mounting fender well equipment, trunk rack and trunk (Convertible Sedan).

CHRYSLER ROYAL EIGHT SEDAN

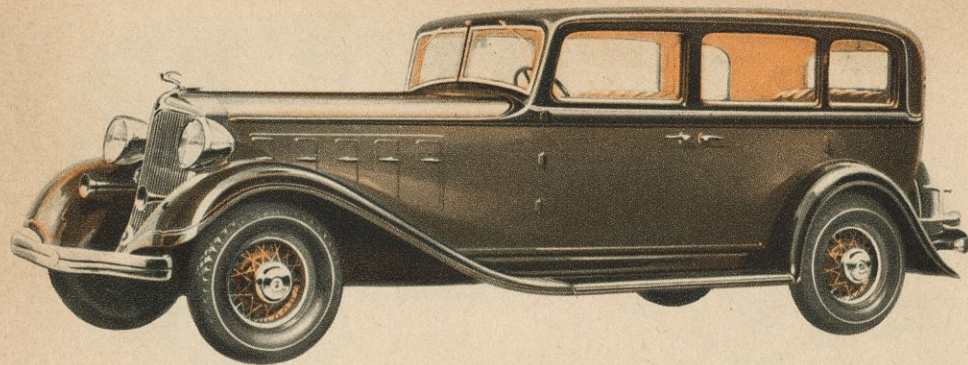


SIX BODY TYPES:

Rumble Seat Coupe	Five-Passenger Sedan
Business Coupe	Convertible Sedan
Convertible Coupe	Seven-Passenger Sedan

EQUIPMENT: Two front mounted trumpet type horns; two stop lights; safety glass (windshields); two windshield wipers; two adjustable inside sun visors; adjustable front seats; Bedford cord or mohair upholstery. Beautiful instrument panel—dash equipped with cigar lighter, ash receiver and glove compartment. Assist straps, arm rests, robe cord, foot rest, ash receivers, dome light (rear compartment, Sedan). Six wire or demountable wood wheels with side mounting fender well equipment (Convertible Sedan).

CHRYSLER IMPERIAL EIGHT SEDAN

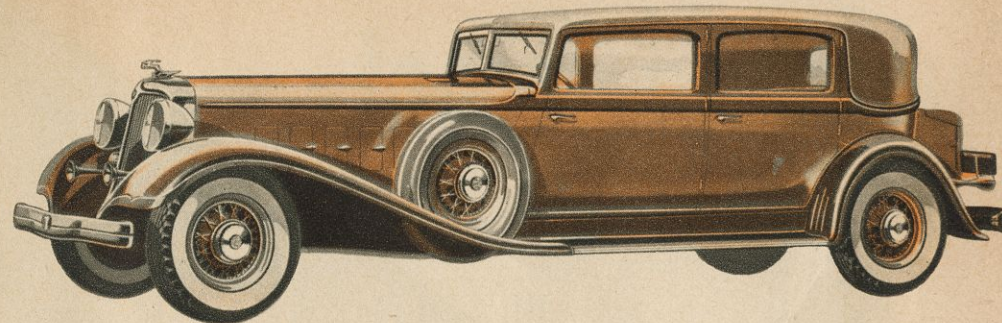


FIVE BODY TYPES:

Five-Passenger Coupe Five-Passenger Sedan
Convertible Coupe Convertible Sedan
Rumble Seat Coupe

EQUIPMENT: Two front mounted trumpet type horns; two stop lights; safety glass (windshields); two windshield wipers; two adjustable inside sun visors; carpeted front compartment. New, modern instrument panel with glove compartment, cigar lighter and ash receiver. Assist straps, robe cord, foot rest, ash receivers, two side arm rests and center folding arm rest, door-controlled dome light (rear compartment, Sedan). Six wire or demountable wood wheels with side mounting fender well equipment, mounted in fender (Convertible Sedan).

CHRYSLER CUSTOM IMPERIAL EIGHT SEDAN



SIX BODY TYPES:

Close-Coupled Sedan Seven-Passenger Sedan
Sedan-Limousine Convertible Roadster
Phaeton Stationary Top Two-Passenger Coupe

EQUIPMENT: Two front mounted trumpet type horns; two stop lights; two adjustable inside sun visors; two windshield wipers; carpeted front compartment. Turned steel instrument panel includes electric clock, cigar lighter and glove compartment. Safety glass throughout. Two side arm rests and center folding arm rest (all Sedan models and Phaeton). Foot rest, robe cord, assist straps, ash receivers, dome or rear quarter lights (all closed models). Two folding auxiliary seats (7-passenger models). Six wire or demountable wood wheels, and trunk rack, standard equipment (all models).

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