

THE NEW



CHRYSLER





THE NEW
CHRYSLER
IMPERIAL





*The Chrysler Imperial motif is adapted
from the period of the Roman Empire
and is reminiscent of the luxury
and splendor in evidence
at that time*



THE NEW CHRYSLER IMPERIAL

Your first and almost irresistible temptation will be to concentrate upon the sheer charm and beauty of the new Chrysler Imperial '80'—even to the extent of momentarily forgetting phases far more important.

There are innumerable elements of newness and individuality in the design and adornment of this car which justify absorption in its appearance; but this first impressive appeal is as nothing to the after-appeal of a truly phenomenal performance.

You will continue to encounter—after you have exhausted the succession of delightful surprises provided by outer and inner body design—another series of differences and revelations in the study of the chassis itself.

The expert eye will immediately discover a fineness of machining, close measurement and clean, co-ordinated construction which stamp the car at once as an incomparable example of splendid manufacture.

And the promise conveyed by this preliminary survey is gloriously fulfilled when you reach the

stage of demonstration—all the differences, and niceties, and unusual characteristics of the chassis bear fruit in a motoring experience such as you have never had before.

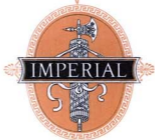
It is not alone the glorious thrill of eighty miles and more which makes the Imperial '80' actually a new thing in motoring.

There is as great a thrill, for instance, in the sweet, silent way in which the 92 horsepower motor delivers its eighty miles as there is in the speed capacity itself.

Again, there is as much joy to mind and body in the unexampled ease of spring action and riding qualities—provided by entirely new engineering applications—as there is in either the power or speed.

There is another revelation in the application of the principle which does away with the bugbear of chassis lubrication, and a score of other developments—all new, all sound in principle, and all contributing to new experiences.

In this book we shall concern ourselves more especially, however, with an attempt to portray the luxuries of appearance and decoration and accessories which the Imperial '80' line possesses.





Five-Passenger PHAETON

THE CHRYSLER IMPERIAL PHAETON

Five-Passenger



A VERITABLE clipper ship of the highways, live and alert from "knightheads to taffrail" as the sailormen used to say, the brilliant Chrysler Imperial "80" Phaeton provides a new thrill for those who prefer their motoring in the open car. It is perhaps more the flashing flight of the bird that is in the lilt of its dash. Eighty miles an hour is gloriously achieved by this splendid five-passenger car. It leaps to the task lightsomely and blithely, yet handles with the security and ease that make such touring an unexampled delight.

But it is only when you actually ride in the Chrysler Imperial "80" that you realize to the full, the vital differences which have been created here.

Entirely aside from the new smoothness of 92 horsepower—whether at the lowest pace in high or at better than 80—you sense in the riding something that you have never felt before.

You seem to be carried along on soft cushions—and literally that is the process of riding in this new Chrysler.

For the ends of the springs are attached to the frame—not by the usual metal shackles and bolts—but by clamps of live rubber, which securely envelop and cushion the spring ends.

Gone are the harsh little shocks of riding. Gone is the sharp sway of the car body. Gone is the feeling of metal between you and the road.

And there is no chance—ever—for rattle and squeak and adjustment at the spring ends and no need for lubrication.

This engineering advancement is common to the entire "80" line, of course.

In the phaeton, if the weather calls for the use of the curtains, they may be quickly produced from a compartment in back of the front seat, in which all side curtains are stored without folding.

Along the back of the front seat is a nickel-plated robe rail, set high so that robes and clothing will not drag on the floor of the car and far enough out from the seat that they may easily be hung in place. Furthermore the rail is sturdy so that it can be grasped in rising from the rear seat.



Note the extremely well designed and attractive instrument panel. Every instrument placed where it can be seen, every manual control at the finger tip.



Two to Four-Passenger ROADSTER

THE CHRYSLER IMPERIAL ROADSTER

Two to Four-Passenger



IT WAS Chrysler that made the roadster vogue among those who want a smart car for two passengers or four and every bit of the chic and charm of the roadster type which Chrysler reintroduced to motoring more than two years ago is intensified in the Imperial "80" Roadster. It is the car that will be seen and admired at Country Club or Casino or wherever those who appreciate thoroughbred racy lines of performance and speed gather for event or exhibition. Its sweeping lines tell its story of life and vigor and keen zestful flight and travel, so that its very appearance is an invitation to take the wheel and be off.

A car of the outdoors, with limitless range, and every appointment and refinement to match the wondrous sure and swift motoring that it promises and delivers.

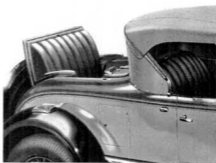
We instinctively associate power and speed with the racy lines of a roadster, and here the association is real, by means of the finely balanced engine which so easily gives you 80 miles and more, with its 92 horsepower.

Luxury of travel takes on a new meaning in this car, first in sheer new heights of performance, and second in the cunningly devised details of body and seating. The backs of the front seats are hinged. By this device they move automatically for the greatest comfort of the passengers. Due to this seating, the wonderful springing and balance of the car, and the rubber spring-attachment already referred to, road inequalities fail to register.

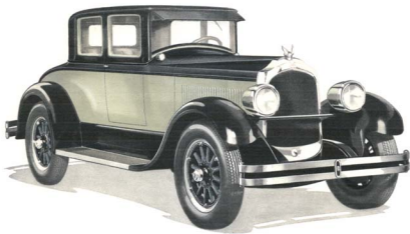
Colonial grain leather with French pleated cushions is found on seats both in front and in the rumble. The rumble seats are equipped with side arm rests. By a simple device, the rumble seats can be opened and closed from the front compartment. A lever positioned directly back of the front seat, does the work with a minimum of effort. Once in place, the rear seats lock.

When Chrysler reintroduced the roadster, it was not long before it became the style to ride with top down or altogether removed. Both windshield and top of the Chrysler Imperial "80" Roadster are easily detachable. For those who would ride with the top down, but not off, the top of light-colored material may be folded on its natural wood bows, fitting into nickel-plated thimbles.

At the side of the car is a golf compartment, affording ample room for clubs and bags, a feature that will be naturally much appreciated by the golfing element.



The rumble seat in position. Colonial grain leather upholstery and arm rests make this as comfortable as the favorite chair at home



Four-Passenger COUPE

THE CHRYSLER IMPERIAL COUPE

Four-Passenger



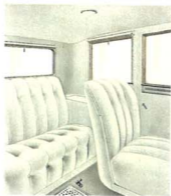
ACLOSED car of more than usual beauty of line and convenience of travel is the Chrysler Imperial "80" Coupe for four passengers. Sweeping smoothly from windshield to rear panel, a roof line of rare silhouette marks this fine car. The bold flow of body contour is gathered suavely into a final unique curve. Everything within the Coupe enhances the charm of the flowing lines without. There is luxurious seating for four passengers and every seat upholstered in the finest of weaves.

The wide doors are particularly easily opened from within, a feature that will appeal especially to the woman driver who will be charmed by the appointments of the Coupe and the tasteful way in which its fittings match.

The convenience and ease of operation of the Coupe will greatly appeal to men as well as women because everything in the car has been contrived to make it pleasant and agreeable to drive.

The extreme smoothness of the engine, the ease with which the gears may be shifted, the ready security of the hydraulic four-wheel brakes, the characteristic insulation of the road shocks and the power pulsations away from the body, all contribute to a sense of effortless driving.

All these are important factors in the Chrysler conception of utmost luxury so well exemplified in the Chrysler Imperial "80" Coupe.



*Deep rosy seats upholstered in finest weaves.
An example of Chrysler craftsmanship*



Five-Passenger SEDAN



The radiator and lamp assembly presents a pleasing harmony of contour recognized as Chrysler wherever you

THE CHRYSLER IMPERIAL *SEDAN*

Five-Passenger



EVERY detail that goes to make for splendid satisfaction has been worked out to the fullest in the Chrysler Imperial "80" Sedan for five passengers. The eye is caught by the detail of the roof lines that flow smartly along the length of the car. The roof, as in the case of all the Chrysler Imperial "80" closed cars, is finished so that the molding carries up and out of eye shot, instead of having fabric overlaid to the eaves.

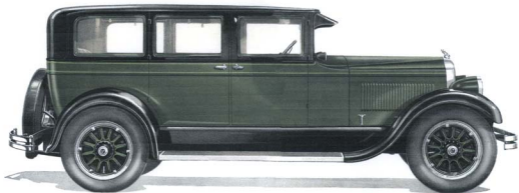
Within, the upholstery is of the finest texture.

Matching the cloth in both front and rear compartments is velvet carpet of highest grade. Pockets are provided in the rear doors and in the right front door. Silk curtains with tassels on rear quarter windows and on back window match the interior trim as well. There is a toggle grip on the left rear pillar to facilitate rising from the rear seat. The robe rail is of the swing type.

Walnut is the prevailing wood for trim. The panel trim is walnut. The garnish moldings are walnut wood. Vanity and smoking sets in the rear compartment, too, are walnut, with inlay of design of Chrysler motif to match the instrument board.

The new smoothness of the Chrysler Imperial "80" engine seems to have reached a point that leaves nothing more to be accomplished.

This is another manifestation of the new difference incorporated in this car, too subtle for either imagination or adequate description, yet instantly obvious in the experience of riding.



Seven-Passenger SEDAN

THE CHRYSLER IMPERIAL SEDAN

Seven-Passenger



THOSE who have longed for the surpassing Chrysler performance in a car of seven-passenger capacity will find their desires consummated in the Chrysler Imperial "80" Sedan for seven passengers. Not only performance of the type that Chrysler alone can give, but appearance, quality and appointments of the highest standards. A larger Chrysler, with its body so deftly and expertly designed that it gives never the least impression of cumbersome bulk. The roof line, developed naturally with the sweep and flow that characterizes all the Chrysler Imperial "80" closed models, best expresses the craft of the Chrysler design that has been worked out by the body builders.

Longer, naturally, than the Five-Passenger Sedan, the interior of the seven-passenger car is similar in appointments. Two ample auxiliary seats, which fold forward when not in use, mark a difference between the two cars. Broadcloth trim, walnut paneling, velvet carpets front and rear, vanity and smoking sets, all are found in the splendid Seven-Passenger Chrysler Imperial "80" Sedan. No item has been omitted that would emphasize and enhance the sheer luxury of performance as now ultimately developed in this newest Chrysler creation.

In this, as in all the body types of the Chrysler Imperial "80," most of the interior equipment has been produced to Chrysler's exclusive design. You note, as you look about, that there is perfect harmony in hardware details; that the instrument board is truly a work of art in its completeness and its arrangement; that the gear and brake levers are extremely convenient in their length; and that every precaution is taken to exclude cold air and drafts around doors, windows and pedals.



Note the foot rest, heater, arm rests and many other Chrysler features that make the Chrysler trade mark synonymous with quality and comfort



Seven-Passenger SEDAN-LIMOUSINE

THE CHRYSLER IMPERIAL SEDAN-LIMOUSINE

Seven-Passenger



A CAR of two purposes is the Chrysler Imperial "80" Sedan-Limousine, which in general outline resembles the Seven-Passenger Sedan. An unusual feature of this Sedan-Limousine is that the glass partition dividing the driver's seat from the rear compartment may be lowered completely out of view, thus making it possible for the owner to drive if he desires. The glass is curved, a specially fine piece of body fitment, and when down slides entirely into a compartment in the rear of the front seat. The operation is by means of a crank, which works silently and smoothly. Because of the intended use of the car as a chauffeur-operated limousine, there is a telephone so that driving directions may be given.

The front compartment is trimmed in long grain black leather to the belt line. Above the belt line, the trim is finest cloth, just as in the rear section of the body.

In this Sedan-Limousine are all the conveniences and comforts that go to make Chrysler travel emphatically luxurious, supplementing the superb standards of ease, performance, speed and power that are attained so readily and so differently in the Chrysler Imperial "80."

It is characteristic of all types of the line that they are low. They are exquisitely graceful in outline, and give a distinct impression of their vital liveliness and unusual speed capacity. At the same time there is the impression also of rugged stability and tremendous strength.

Here is what we believe to be the ultimate expression of that dynamic beauty which Chrysler first brought to motor cars, and of which Chrysler remains the chief exponent.



A full disappearing glass partition separates the driving compartment from the tonneau. This model can be either Sedan or Limousine at will

Detailed Specifications

AXLE—Rear—Semi-fl
in inch thick, reinforced
Chrome-nickel-van
and 1½ inches wide
to 1; Five and Seven
Axle shaft: Forging
steel thread plugs, 3
hub, 1½ inches dia

AXLE—Front—Chrome
inches diameter, 1½
nickel steel yokes for
side tapered roller
diameter, 1½ inch
head. Steering knuckle
chrome-vanadium
steering spindle pin

BOARDS—Pressed steel
BRKES (SERVIC)—C
Drum 14½ inches i

CRANKSH—Mounted
ster, 1½ inches long
4½ inches in diam
inches in diameter,
eter, 1½ inches by
machined in crank
with crankshaft. Cam
pressure is forced th
its bearings.

CARBURETOR—Pulsat
speed adjustment on
ions of altitude, fuel
needle valve autom
and warming up. Ed
starting.

CLEARANCE—Road ck

CLUTCH—The clutch i
flexible type and is
driven into it. Con
bearing which car

CONNECTING RODS—Lamin
sheet. Drop-forged alloy steel, 10½ inches
between centers. Crankshaft bearing is ballbit cast in rod 4½ inches
in diameter x 1½ inches wide.

CONTROL—Conventional left-hand drive, center control. Spark and throttle levers, dimmer switch control, and horn button at top of steering column. Backing light controls, when shifting gear lever into reverse. Stop light operates with brake pedal.

CORONA WATER—Water (capacity 3½ gallons), circulated by centrifugal pump driven by extension of fan shaft. Extra large water passages completely surround each cylinder and each valve. Thermostat in water outlet passage. Cellular radiator with detachable shell, six-blade, 16-inch fan, driven by V-belt. Quickly adjustable flanged pulley to take up wear of belt. Radiator on dash of all models registers temperature of water.

CRANKSHAFT—Statically and dynamically balanced and equipped with twelve counter-weights, supported on 7 bronze-holed, ballbit-ined main bearings. Maximum distance between bearings 9½ inches. Front bearings 8½ inches in diameter, 1½ inches long. Nos. 2, 3, 4, 6 bearings 8½ inches in diameter, 1½ inches long. Center bearing 8½ inches in diameter, 1½ inches long. Rear bearing 8½ inches in diameter, 1½ inches long. Thrust taken on rear bearing. Crankshaft is drilled to permit oil under pressure (30 to 80 pounds) being forced to all bearings.

CURTAINS—Six on Phaeton. Four (side) and one detachable (rear) on Roadster. Side curtains open with doors. Same material as top, reinforced by curtain rods and steel stiffeners. Phaeton curtains carried in compartment in rear of front seat.

CYLINDERS—Six, cast in block, integral with crankcase, with heavy cross web construction of seven main bearing supports. Detachable cylinder head. Bore 5½ inches. Stroke 3 inches. Finish, reamed and honed. Oil passages are drilled through bosses integral with crankcase casting. Cover plates on left-hand side provide easy access to water passages.

ENGINE—L-type, water-cooled, six-cylinder, four-cycle. Bore 5½ inches, stroke 3 inches. S. A. E. H. P. 36.4. Developed H. P. 36. Piston (oil-splashed) 186.4 cubic inches. Suspension: Rear, rubber shock insulators in brackets hold on stamped steel cross member; front, bolted to frame cross member.

Exhaust type: Fring order 1-5-6-4-8. Full force feed lubrication to all crankshaft, camshaft, and connecting rod bearings. Spray from fly-inlet hole in connecting rod bearings lubricates cylinders. Seven-bearing crankshaft. Four-bearing camshaft.

ELECTRICAL SYSTEM—Generator—Two-unit, single-wire (third brush regulation, thermal control, six-volt) type. Starting motor—Block gear, manual shift. Battery—Six-volt, ventilation heavy plate type, one hundred sixty ampere hour capacity.

EQUIPMENT—Bumpers, cigar lighter, spring covers, stop light, locking lift, check, battery water-level indicator, mirror, wind deflector on open cars, fuel filter, oil filter, telescopic on Sedan-Limousine, fuel gauge on instrument panel, heater on closed cars.

any type housing of pressed steel 4 of I Drive gear and piston spiral level type. I Drive gear is eleven inches in diameter size. Piston, Radiator and Co. 487 Sedans and Sedan-Limousine 4.83 to 1. Alloy chrome-nickel steel with hardened in differential side gears, keyed to wheel bearings.

domin steel, heat-treated, tabular, 2½ 4, with forged spring seats and chrome-plated under hydraulic pressure. Adjustab

Yoke bushings: Bronze, one inch in all thrust bearings at steering knuckle chrome-nickel steel. Steering arms are

imagined for lubricating chrome-nickel

if right hand-side frame. behind hydraulic, external contracting, e, brake head 9½ inches wide.

ugs. Front loading 35½ inches in dia-m, ballbit-ined. Front center bearing 1 an inch long. Rear center bearing 4½ g long. Rear bearing 1½ inches in diam-eter, rear center and rear bearings sump and distributor drive gear integral drilled through the center and oil under passage, giving positive lubrication to all

observed with limited, self-appear, high-velocity ranges to compensate for vari-ous and water conditions, also auto-lubricated with choke to facilitate starting six centrifugal air cleaner. Fuser for easy

inches at front axle, 9 inches at rear. a-gle drive plate type. Drive disc is of the 16 diameter, and has asbestos rod facing

to engage arranged for light load on release

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FUEL—Gray iron, dynamically and statically balanced. Starter gear teeth cut in steel ring sheath on flywheel.

FRAME—Pressed steel, wide flange. Channel 7 inches deep. Length 173 inches. Thickness 2½ inch. Flanges 2½ inches in diameter, width seven inches.

FUEL SYSTEM—Various tank supply system triple capacity. Variable sediment trap with shut-off valve. Eighteen-gallon fuel tank mounted at rear of frame. Throttle-governor reserve capacity controlled by valve at rear of tank. Reservoir, reserve plate. Electric fuel gauge on dash of all models.

HORN—Electro magnetic type. Double diaphragm adjustable for tone. Located in rear hood. Button at top of steering column.

IGNITION—Side outlet waterproof distributor and coil. Semi-automatic spark advance. Double breaker type. Six-volt battery ignition.

LAMP—Exclusive bullet-shaped design. Nickel-plated rim and Duco finished bodies to match car. Fitted with special red reflectors, also two filament bulbs to give dependable beams. Resistor also provided to dim lower beam. Depression of beam and dimming controlled by knob on steering post. Cut lamps to match headlamps on closed cars.

Painting lamps of exclusive design on open cars. Headlamps integral and back-up lamp of exclusive design on all models. Concomitant instrument and battery water-level lamp in instrument panel. Some lamps on all closed cars controlled by pillar switch on Five-Passenger Sedan and Coupe and by automatic door and pillar switches on Sedan-Limousine and Seven-Passenger Sedan. Corner lamps in Sedan-Limousine and Seven-Passenger Sedan. Headlight bulbs 21-21 c. p., 6 to 8 volt, 5-fluorescent. Signal and back-up bulb 21 c. p., 6 to 8 volt, single contact. Tail, stop, parking, brake, corner and instrument lamp bulbs 21 c. p., 6 to 8 volt, single contact. Battery water-level gauge bulb 9 c. p., 3 to 4 volt, double contact. Headlamps adjustable for direction and focus.

LUBRICATING—ENGINE—High-pressure to all crankshaft, connecting rod and camshaft bearings. Gear pump located in oil pan, driven by timing shaft from spiral gear on camshaft. All other working parts lubricated by positive spray under pressure from hole in connecting rod, also from crankshaft and camshaft. Timing chain and generator sprocket lubricated by direct oil leads. Large area fine mesh section strainer with relief valve returning oil to interior of screen. Oil-filtered, cleaned and cooled by circulation through oil filter mounted on dash. Oil capacity 4 gallons. Pressure gauge on dash. Level indicator on left side of crankcase.

Oil filter. Overall length: Five-Passenger Sedan, Roadster, Phaeton 183½ inches overall length, including bumper. Sedan-Limousine and Coupe 184½ inches overall length, including bumper.

PISTONS—Light alloy. Conrod clearance type controlled by thermal expansion bridges of lower steel. Length 4 inches. Fitting diameter .002 inch. Lower ring groove drilled with twelve 4-inch oil return holes.

PISTON RINGS—Gray iron, 2 per piston, concave. Width ½ of an inch. Center ring undercut. Special oil-control ring in lower groove.

PISTON PIN—Alloy steel, case-hardened and lapped, 1 inch in diameter x 3½ inches long. Clamped to rod.

PROPELLER SHAFT—Stainless steel tubing. Forged-steel internally welded. Diameter 2½ inches.

SPRINK PUMP—2½ of an inch, 18 S. A. E. thread, heavy electrodes.

STEERING—Chrome-vanadium alloy steel. Semi-elliptic. Front Length 41½ inches; width 2½ inches; 10 leaves. Rear Length 30 inches; width 2½ inches; 10 to 12 leaves, according to model. Mounted in rubber shock insulators at all spring brackets which require no lubrication. Fabric spring leaf covers.

STABILIZERS—Stabilizers are used front and rear on all models.

STEERING GEAR—Semi-irreversible, cast and lever type. Adjustable for wear. Steering arm drop-forging, heat-treated.

TIRE—Card, non-skid tread on all wheels, 39 x 6.00 special ballroom cords on all models.

TOP—One-ton folding type. Waterproof material. Large glass in rear. TRANSMISSION—Three-speed, selective sliding gear type. Unit with engine. Main shaft mounted on ball and roller bearings with roller pilot bearing. Centershaft roller bearings. All gears are chrome steel. Centershaft drive gears are 1½ of an inch wide. Main shaft gears are 1½ of an inch wide. First speed and reverse gears are 1½ of an inch wide.

TRAIL—37½ inches.

TURNING RADIUS—Roadster, Phaeton and Five-Passenger Sedan 23 feet. Coupe, Sedan-Limousine and Seven-Passenger Sedan 23 feet 6 inches.

UNIVERSAL JOINTS—Two used. Bell trunnion type.

VALVE TAPPETS—Mushroom type. Chilled cast iron heat welded to hollow steel stem. Mounted in groups of six in detachable brackets. Tappet clearance: Exhaust .008. Intake .008.

VALVES—Inlet, flat head chrome-nickel steel. Exhaust, silicon steel, semi-tail-bolt. Location: Right side, enclosed. C. H. diameter of opening 1½ inches, stem 1½ inch, 45-degree seat. Lift ½ of an inch. Valve stem guides removable.

WHEELS—Wood, artillery type. Demountable rims. Wire wheels optional on Roadster.

WINDSHIELD WIPER—Automatic, operated by engine suction. Operating valve on instrument board on closed cars, on windshield wiper on open cars.

SPECIAL NOTICE—The manufacturer reserves the right to revise, change or modify the construction of Chrysler Motor Vehicles or any part thereof so as to meet an SE, without incurring any obligation to install same on motor vehicles previously purchased.

CHRYSLER SALES CORPORATION - DETROIT, MICHIGAN