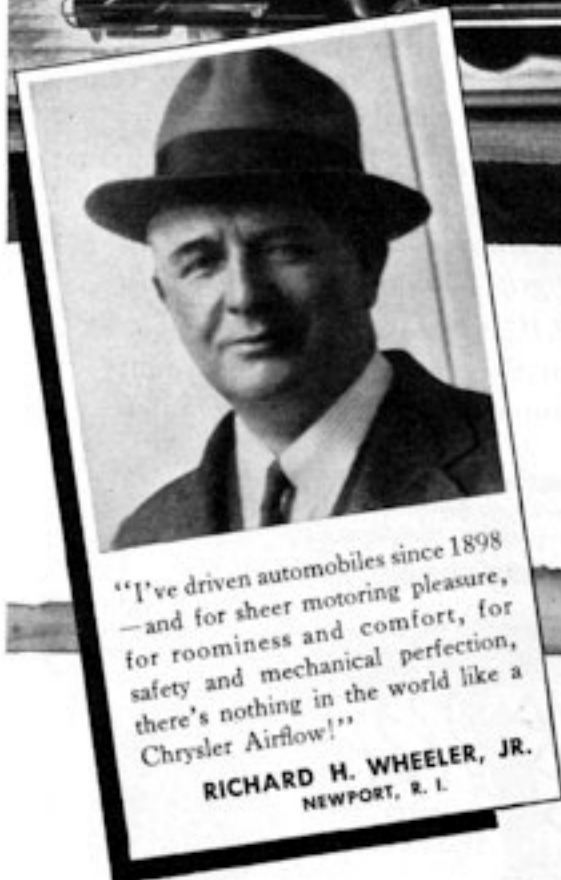
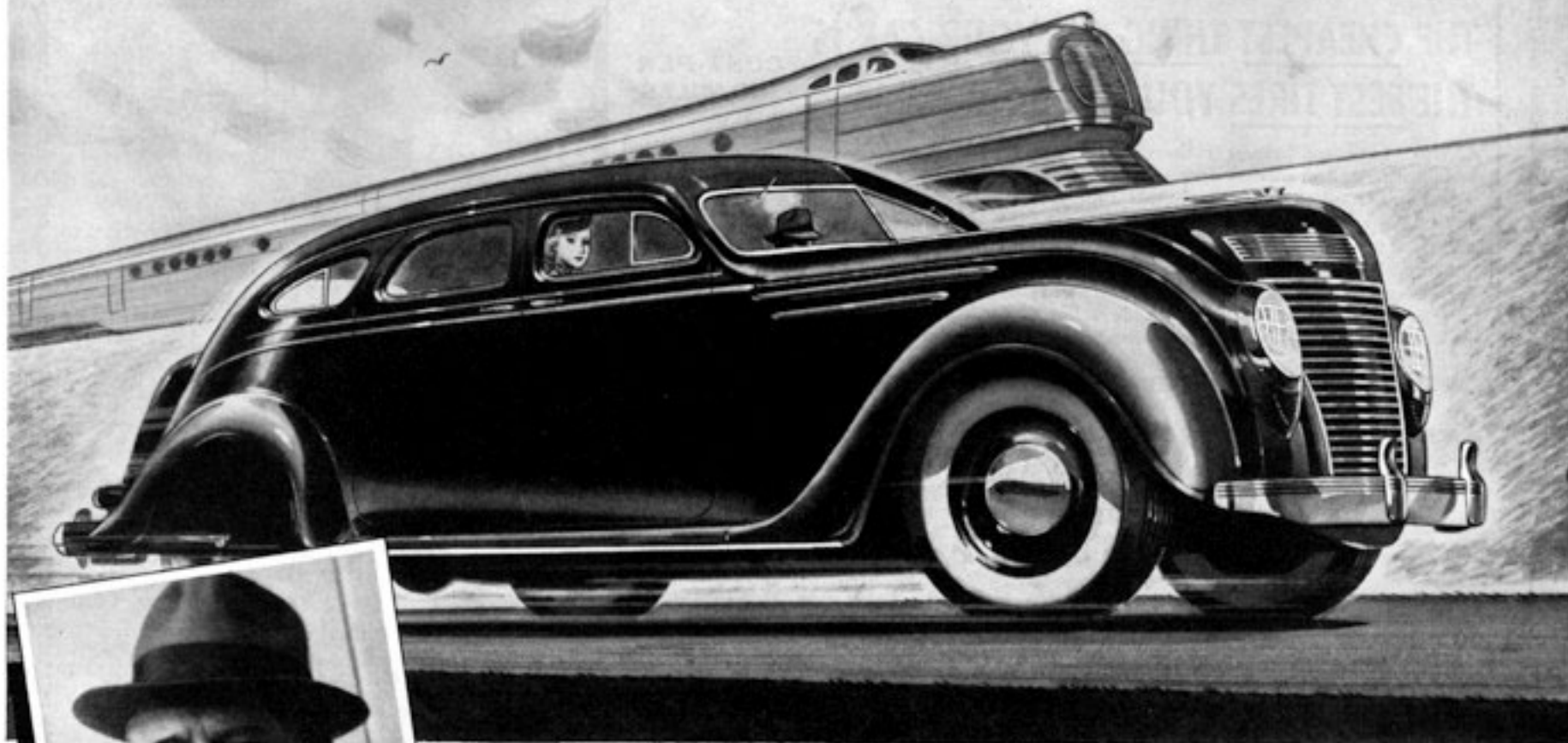


**"THERE'S NOTHING LIKE IT ON WHEELS!"**



"I've driven automobiles since 1898—and for sheer motoring pleasure, for roominess and comfort, for safety and mechanical perfection, there's nothing in the world like a Chrysler Airflow!"

**RICHARD H. WHEELER, JR.**  
NEWPORT, R. I.

**RIDE AN AIRFLOW  
BEFORE YOU BUY!**



THE owners of the Chrysler Airflow are the happiest motorists in America. Their pleasure is exclusive . . . because they enjoy things which simply don't exist in any other car.

They talk about the amazing riding ease . . . "640 miles in one day, with complete mental and physical comfort."

The Floating Ride of the Airflow simply cannot be had elsewhere . . . for no other car is so scientifically balanced . . . no other manufacturer has gone so

far with advanced weight distribution as Chrysler.

Airflow owners enjoy an exclusive luxury of roominess . . . because Airflow design permits the greatest possible space in the car.

Yet this same streamlining makes for genuine economy. The Airflow holds an official record of 18.1 miles per gallon . . . and owners' reports of "15 to 18

miles per gallon" are commonplace.

No car on the road is as safe as the Chrysler Airflow . . . for no car offers its matchless combination of unit frame and body, genuine hydraulic brakes and Lifeguard tubes in the tires. Airflow passengers ride *inside* the frame of the car . . . surrounded both by the all-steel body and sturdy girders of the frame.

A few years ago . . . the Chrysler

Airflow was a pioneer. Today it is proved by thousands of owners and millions of miles of travel . . . the most imitated car ever built. With the world's most advanced engineering, it offers you the world's finest motoring at a surprisingly moderate cost. Drive a Chrysler Airflow before you buy *any* motor car . . . today.

Easy to buy. Time payments to fit your purse on official Commercial Credit Company plan.

- ☆ CHRYSLER AIRFLOW . . . Sedan and Coupe.
- ☆ CHRYSLER CUSTOM IMPERIAL . . . Sedan and Sedan-Limousine.
- ☆ CHRYSLER IMPERIAL . . . Six body types.
- ☆ CHRYSLER ROYAL . . . Ten body types.

**CHRYSLER**

# CHRYSLER



**NEW CHRYSLER ROYAL**  
WITH GAS-MISER  
**GOLD SEAL ENGINE**  
INVADES THE  
LOW-PRICED FIELD

FOR 1937 . . . THREE GREAT NEW CHRYSLERS! . . . forward-reaching style . . . astonishing new results in performance . . . challenging the wide world with more-for-the-money value and reliability!

#### NOW IN LOW-PRICED FIELD!

CHRYSLER invades the low-priced field!  
A brand-new Chrysler Royal! A low-priced fine car . . . new style from bumper to bumper . . . a big, roomy car! . . . a power-packed economy car!

A quality car . . . a fine car . . . because Walter P. Chrysler wouldn't compromise one inch with the quality of a car that bears his name.

What Chrysler engineers did was create an amazing new engine . . . the Gold Seal . . . 93 horsepower

. . . with the highest compression for its bore the world has yet seen.

Then they created a new car style . . . new roominess . . . a new riding ease . . . all at a sensational new low price.

#### GOLD SEAL PRINCIPLE GIVES NEW POWER WITH ECONOMY

Gold Seal—Chrysler's new economy engine—is dynamite under complete and velvety control . . . super-high compression . . . new larger exhaust valves of Austenitic steel . . . uses ordinary gasoline. Gold Seal gives three or four more miles per gallon than

many cars of much less horsepower.

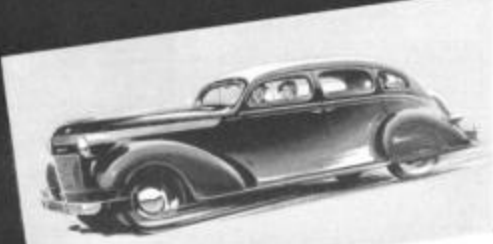
Here's the *only* engine in the low-priced field which gives *all* the good new things engineers have discovered to improve economy and performance. It sets a new standard in flashing action . . . in the almost unbelievable power it delivers on such a miserly consumption of ordinary gas. With Automatic Overdrive! it gives even greater economy at touring speeds.

#### WORLDS OF ROOM!

Chrysler Royal is lithe, sleek, dashing . . . a wonder for room . . . just

# TOPS 'EM ALL!

FOR 1937



#### NEW CHRYSLER IMPERIAL FOR 1937 . . .

Here's Chrysler's greatest more-for-the-money triumph! Dollar for dollar, the 1937 Imperial is the greatest of the eight.  
Its beauty commands the eye . . . the sweeping grace of the long, broad hood . . . the impressive length and grace of the new, larger body . . . 204 inches over-all.  
110 horsepower . . . a magnificent eight-cylinder power plant with dual carburetion and Floating Power. Increased space everywhere . . . wide, chair-high seats . . . broad, level tonneau floors.  
Superb riding ease . . . from new Aero Hydraulic Shock Absorbers and Airflow's scientific weight distribution . . . enhanced by the length and size of the car. Safety All-Steel Bodies with beautiful one-piece steel roof . . . Hydraulic Brakes . . . Automatic Overdrive! to give extra miles per gallon at touring speeds



#### NEW CHRYSLER AIRFLOW FOR 1937 . . .

For 1937 . . . a beautiful new Airflow with new forward-reaching lines . . . new luxuries.  
130 horsepower . . . yet with efficiency of Airflow design and Automatic Overdrive!, this big, powerful car holds an Official A.A.A. record of 18.1 miles per gallon on a transcontinental run.  
A great, spacious car . . . 213 inches over-all . . . with doors as wide as horse doors . . . seats like divans . . . an all-adjustable front seat that moves up and down, forward and back, and tilts any angle. The famous Floating Ride . . . with scientific weight distribution . . . passengers cradled close to the center of balance.  
The safest car on the road . . . you actually ride *inside* the frame. Lifeguard tubes standard equipment . . . Hydraulic Brakes.  
If you want Chrysler's finest . . . the Airflow is your car.

read the dimensions in the diagram on the right . . . worlds of leg room, head room, elbow room and stretching room . . . spacious, level tonneau floors.

CHRYSLER ROYAL BODY DIMENSIONS



AT LAST . . .  
REAL ROOM IN A  
LOW-PRICED CAR!

Amazing new Aero Hydraulic Shock Absorbers . . . built like the landing mechanism of an airplane. They combine with advanced Airflow weight distribution and slow-acting Amola steel springs to give such a ride as no other low-priced car ever gave before.

Positively regal trim! Appointments right out of custom cars! Upholstery superb in quality!

Every famous Chrysler engineering feature . . . Valve-Seat Inserts . . . Floating Power . . . time-tested, genuine Hydraulic Brakes . . . Safety All-

Steel Bodies . . . finger-touch, shockless steering.

See all the great new Chryslers. Drive the one that suits your needs the best.

☆ CHRYSLER ROYAL . . . 93 horsepower, 139-inch over-all length. Two body types.  
☆ CHRYSLER IMPERIAL . . . 110 horsepower, 204-inch over-all length. Six body types.

☆ CHRYSLER CUSTOM IMPERIAL . . . 110 horsepower, 223-inch over-all length. Two body types.

☆ CHRYSLER AIRFLOW . . . 130 horsepower, 213-inch over-all length. Two body types.  
Automatic Overdrive is standard on Chrysler Airflow and Custom Imperial. Available on all 1937 Chryslers at slight additional cost. \* Ask for the Official Chrysler Motor-Commercial Credit Company Time Payment plan.

Wouldn't you like a catalog?  
We will gladly send you our 1937 literature on request. Address Chrysler Corporation, Chrysler Sales Division, 12254 East Jefferson Avenue, Detroit, Michigan.

# 1937 CHRYSLER AIRFLOW



**AMERICA'S MOST MODERN  
MOTOR CAR!**

**C**HRYSLER presents a beautiful new Airflow Chrysler for 1937 . . . with new forward-reaching lines . . . new appointments . . . new luxuries.

There's a new length and grace to the hood . . . a new forward sweep of radiator design . . . new louvers . . . rich new interiors.

There's the surging performance of 130 horsepower . . . yet with the efficiency of the Airflow's streamlined design . . . and Automatic Overdrive<sup>1</sup> to cut engine revolutions at touring speeds . . . this big, powerful car holds an official A.A.A. record of 18.1 miles per gallon on a transcontinental run.

For safety, there's the world's strongest body and frame construction . . . unit body and frame . . .

Nothing surpasses the exclusive Airflow principle of design! Nothing touches it for riding comfort! Nothing equals it for safety! Nothing matches its streamlined efficiency!

you actually ride inside the frame . . . with steel girders running from end to end of the car. There are Chrysler's time-tested hydraulic brakes . . . and Lifeguard tubes as standard equipment.

Roomy comfort . . . made possible by the exclusive principle of Airflow design. Big, wide doors . . . seats as wide and deep as divans . . . room for six big people to ride without

the slightest crushing or crowding . . . 213 inches over-all length . . . an all-adjustable front seat that moves up and down, forward and back, and tilts to any angle.

For riding ease . . . the Floating Ride as only the Airflow can give it. The most scientific weight distribution of any car . . . passengers cradled in the middle of the car near the center of balance . . . spring

action slowed to the rhythm most soothing to human nerves.

Every famous Chrysler engineering feature . . . Floating Power . . . genuine Hydraulic Brakes . . . perfected shockless steering . . . Valve-Seat Inserts . . . everything for comfort, safety, economy and value.

If you want Chrysler's finest . . . the Airflow is your car. See it and drive it.

☆ **CHRYSLER AIRFLOW** . . . 130 horsepower, 213-inch over-all length. Two body types.

<sup>1</sup>Automatic Overdrive is standard on Chrysler Airflow and Custom Imperial. Ask for the Official Chrysler Motors-Commercial Credit Company Time Payment plan.

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