

THE BEAUTIFUL CHRYSLER

Windsor



Powered



**BY THE FAMOUS
CHRYSLER SPITFIRE
HIGH COMPRESSION
ENGINE**

There is absolutely only one thing that places the Beautiful Chrysler Windsor in the medium price field . . . and that is its price. From all other standpoints, it belongs in the *fine car* field.

With the famous Spitfire six-cylinder, high compression engine, its performance is something to be marvelled at . . . and has been, for years by hundreds of thousands of Chrysler owners, who are, incidentally, just about the most enthusiastic and loyal group of owners of any make of car, according to numerous surveys made in recent years.

It is a great engine . . . powerful, smooth, quiet, so utterly reliable, and so satisfyingly economical.

And, when you put a great engine in a finely

engineered chassis, and then add a smartly styled, beautifully appointed, comfortable body, you have a fine car that is the ideal combination of performance and style. Such a car is the Windsor and the Windsor DeLuxe.

Of course, the only way Chrysler performance can be fully appreciated is to be *experienced*. And, we believe, this experience will be more thrilling and enlightening if you know some of the engineering features that make it possible. So, ask the Chrysler salesman to give you the facts about these Chrysler features, many of which are exclusive.

On the Spitfire engine there are the Super-finished Parts . . . Waterproof ignition . . . Full Flow Oil Filter . . . Exhaust Valve Seat Inserts

. . . Crankcase Ventilation . . . Fluid-Matic Drive (standard on the DeLuxe, extra cost on the Windsor) . . . Floating Power Engine Mountings . . . chemically treated cylinder walls . . . Resistor Spark Plugs . . . and oil intake filter.

On the chassis, there are such important features as Safeguard Hydraulic Brakes, with bonded brake linings . . . the amazing new Chrysler Oriflow Shock Absorbers . . . Safety Rim Wheels . . . Easi-lock Parking Brake . . . Center-Arm Steering . . . box type frame . . . independent front wheel suspension with coil springs . . . Hotchkiss Drive . . . and Factory-applied undercoating. You will find more details about some of these features on the following pages, and also, details about body features and the luxurious interiors.

Styled

**TO MATCH CHRYSLER'S
INCOMPARABLE ENGINEERING**



New CLEARHAC rear window . . . **new** front fender . . . **new** grille . . . **new** front and rear bumpers . . . **new** wheel covers . . . **new** stone shield . . . **new** wider windshield . . . **new** bumper guards . . . **new** hood ornament . . . **new** belt molding . . . **new** head-lamp and parking lamp combination . . . **new** instrument panel . . . **new** horn ring . . . **new** parking brake lever . . . **new** glove box . . . **new** courtesy light . . . **new** gearshift indicator . . . **new** instrument panel extension plate . . . **new** steering column sheathing . . . **new** rear compartment ash receiver . . . **exquisite new interiors** . . . and many others.



Windsor

SIX PASSENGER SEDAN

THE BEAUTIFUL, SIX-PASSENGER SEDAN is available in both the Windsor and Windsor DeLuxe lines. On the Windsor DeLuxe, Fluid-Matic Drive is standard equipment (extra cost on the Windsor). The DeLuxe body types have more appointments and a wider selection of rich upholstery fabrics and trims.



The Chrysler-designed CLEARBAC window not only permits full vision to the rear and eliminates blind spots, but also enhances the smart lines and beauty of the car. Featured all body styles except Convertible, Station Wagon and 8-Passenger Sedans.

Luggage space with room to spare. The trunk lid is counterbalanced for your safety and convenience . . . opens and closes with little effort. Spare tire is easily accessible and bumper jack is securely locked down so it cannot rattle.



Windsor

CLUB COUPE

THE CLUB COUPE, long established favorite of those with children, may be had in both Windsor and Windsor DeLuxe. A great car, too, for the traveler, because of the enormous storage capacity in the rear deck . . . and the ease and comfort of driving, and riding in a Chrysler.



The massive, new front bumper is not only good looking, but also, good protection for the smart new grille that gives the Windsors such distinction. The Directional Signals are located in the Parking Lamp unit in front and in Stoplights in rear.

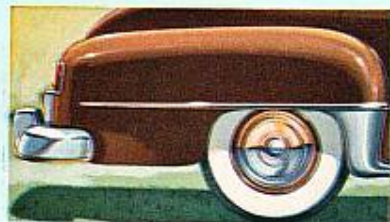
The beauty and richness of Chrysler interiors are, of course, greatly admired, but, of more importance, possibly, are the wide and deep chair-height seats that permit complete relaxation and solid comfort in a normal sitting position. Important, too, are the wide doors for easy entrance or egress.



Windsor

NEWPORT

CHRYSLER INTRODUCED the Newport body style shortly after the war and it has since become a very popular body type among old and young alike. The CLEARBAC rear window, the roll-down side windows, and the wide windshield give open car vision and freedom with the safety of the Sedan.



The long, gracefully designed rear fenders, with the new stone shield and moulding, accentuate the streamlined beauty of the side view of the car. Note also the massive, wrap-around bumper and the smart new stainless steel wheel cover.

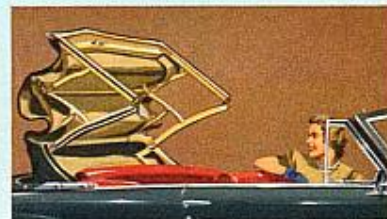
One of the smart upholstery combinations available on the Windsor DeLuxe is the Blue Leather and Gray Nylon. Stunning exterior paint Two-tone combinations, as shown above, of long-lived baked enamel, are also available at no extra cost.



Windsor

CONVERTIBLE COUPE

AS THE YOUNGSTERS would say . . . "What a dream-boat," and we follow with "What a dream to drive"! The Windsor DeLuxe Convertible Coupe . . . one of the smartest and most beautiful cars you ever laid your eyes on . . . with performance that will open your eyes and make you say "that's the car for me!"



The top on the Convertible can be lowered or raised quickly and easily by merely turning a lever. The top folds back neatly into a compartment behind the rear seat back. Top boot matches upholstery.

As smart and beautiful on the inside as it is on the outside. Illustrated is the red leather and Gray Bedford Cord combination. Either front seat can be folded forward for easy entrance or egress.



Windsor

TRAVELER

IN THE WINDSOR DeLuxe TRAVELER, Chrysler designers have created a body style of remarkable utility. It is, first of all, a beautiful six-passenger Sedan. In a matter of seconds, the rear seat cushion and seat back can be folded flush with the floor to make it a cargo carrier with an exceptionally large storage space.



The diagram on the left shows the rear seat cushion and back folded forward making a storage space 6½ feet long by 3½ feet wide for camping equipment, business machines, or what have you.

Even when using the rear seat for passengers, there is exceptionally large storage space in rear deck . . . and also on the luggage rack on top of car. Tire can be stored on left door or in well in rear deck.



Windsor

EIGHT PASSENGER SEDAN

THREE BEAUTIFUL 8-PASSENGER body styles are available . . . the Windsor Sedan and the Windsor DeLuxe Sedan and Limousine. These body styles have 139½-inch wheelbase. Vacu-Ease power unit for brakes is standard equipment. Electric Window Lifts optional extra cost. Limousine has adjustable partition between compartments.



The beauty of the interior and richness of appointments are shown in the illustration on the left. Upholstery is the smart Green Two-tone. Note the large assist handle, flush mounted ash tray and foot rest.

The two auxiliary seats can be folded forward out of the way into a recessed compartment behind the back of the front seat, as shown in the illustration on the right. Seats are wide and comfortable.



Windsor

TOWN & COUNTRY WAGON

THE NEW ALL-STEEL FOUR-DOOR Town & Country Wagon has many ingenious design features which contribute much to its utility and to the comfort and convenience of the passengers (see diagram below). Can be used for three or six passengers, with special removable seat in rear for the kiddies.



Diagram on left shows rear seat folded back into position to accommodate three additional passengers. The small removable seat in the rear designed especially for the children. Tail-gate opens flush with floor for easy loading and unloading.

As shown on the right, the rear seat cushion and seat back can be folded forward to form a flat, unobstructed storage compartment 116 inches long.



Tailored TO TASTE



One of the exquisite upholstery combinations available on the Windsor DeLuxe Newport is the smart, expertly fashioned Green Nylon striped fabric with Green genuine Leather bolsters.



Chrysler interiors are beautiful, but more important, they are comfortable, with plenty of headroom, legroom, and elbowroom. Also, they are easy to get in and out of gracefully because the doors are wide.



The Chrysler double-width center arm rest is one of the design features. It may be had in either the front or rear compartment in the 6-Passenger Sedan as standard equipment—in both compartments at extra cost.



With so many beautiful exterior paint colors and such a wide variety of rich upholstery fabrics you can tailor your Chrysler to your taste. Shown above is the beautiful Windsor DeLuxe Club Coupe with Green Two-tone combination.

FOR YOUR *Comfort*

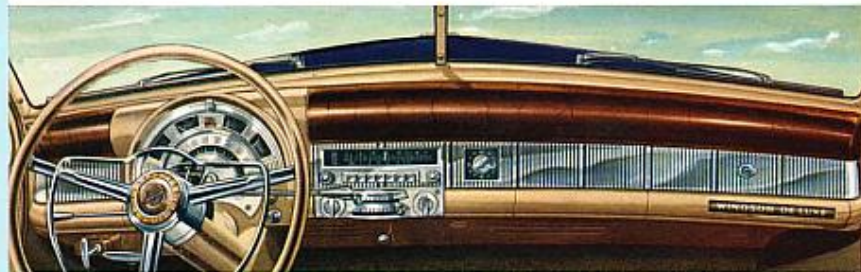
CONVENIENCE AND SAFETY

CHRYSLER engineers and designers are unceasing in their efforts to give the utmost attention to those details in a car that add so much to the comfort, convenience, safety and enjoyment of both the driver and passengers.

On this page, you will find a number of these features illustrated. And there are many others you will find when inspecting the car.

You will find the doors on all Chrysler body styles unusually wide so that you can get into and out of the car easily and gracefully . . . no stooping, or edging in sideways; you step right into the car.

Inside every Chrysler body style you will find chair-height seats . . . deep, comfortable seats for normal sitting position. And there is plenty of headroom, legroom and elbowroom.



Illustrated above is the beautiful new Dash Panel, with the Safety Crash Pad, new horn ring, Safety-Eye Instrument Cluster, new Glove Box, and all controls within easy reach and in plain sight.



The Safety-Eye Instrument Cluster, with all gauges grouped to be read at a glance.



Ventilating windows have tamper-proof locks. Set the screw and handle is locked.



Assist handles, rigid mounted on front seat back, are a safety and convenience feature.



Beautifully designed chrome finished appointments enhance richness of interiors.



Adjustable front seat assures comfortable driving position and better view of road.



Electric Windshield Wipers have constant speed, regardless of engine speed.



Merely move the lever, and turn indicator flashes both in front and at rear.



Electric Window Lifts, with separate motor on each window, available at extra cost.

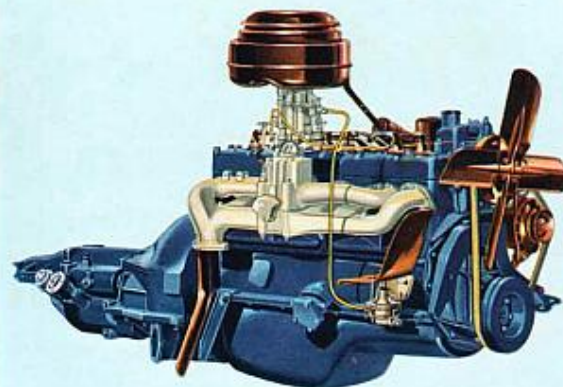
CHRYSLER *Engineering*

AT ITS FINEST

DOWN THROUGH THE YEARS, Chrysler Engineering has never stood still. Each succeeding Chrysler has made the Chrysler reputation for performance, quality, and value more significant, because each new Chrysler has been eminently superior to its predecessor.

Each year has brought improvements in engineering and design. Each new Chrysler has brought new friends to Chrysler and has justified the confidence of a motoring public that has come to look to Chrysler for better performance, better quality, greater value.

The present Chryslers are unquestionably the finest cars we have ever produced. Chrysler Performance has never meant *so much* as it does today. And this is likewise true of the smart styling, both inside and outside the car, and the spacious interiors that are built for comfort.

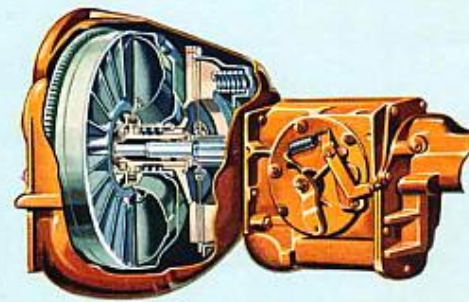


The Spitfire Engine comes from a long line of fine engines, dating back to the first High Compression engine introduced by Chrysler in 1924. And it is the finest of a fine line, with performance that has won for Chrysler the reputation of being the finest engineered cars in America.

A comparison of the Chrysler Spitfire with other engines in the medium price field, will

disclose many engineering features and superiorities in favor of the Spitfire. And a comparison on the road will show you just how important and superior these features really are.

The Chrysler Dealer has all the data and facts and figures on all the different engines, which he will be delighted to show and explain to you. And also, he will let the car itself prove to you, with you behind the wheel, that Chrysler is the car to buy.



Chrysler owners, many of whom have had experience with other "drives," will tell you that Chrysler Fluid-Matic Drive is the smoothest, safest, simplest of them all.

With Fluid-Matic, you have complete control of your car at all times. You control the shifting of gears. You have a Safety Clutch Pedal, which makes it much easier and

safer when backing into a tight spot, because you control the speed of the car.

On icy roads or in snow, you put it into low gear, and the slow movement of the wheels get you safely underway, with no wheel spinning.

And you can drive all day without shifting gears if you care to . . . SO . . . try Fluid-Matic before you buy and find out for yourself.



Waterproof Ignition for sure starts in damp or rainy weather. Spark Plugs, Coil, Wiring, and Distributor are waterproofed.



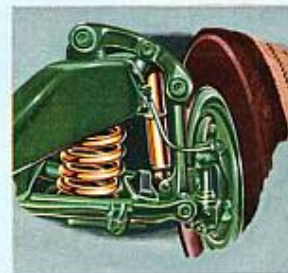
Superfinished Parts for better performance, great economy, longer life, smoother operation.



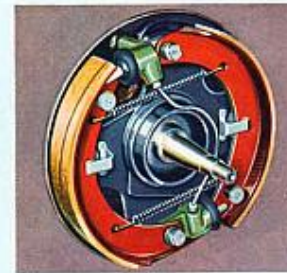
Resistor Spark Plugs, with extra wide gap, for smoother idling, and greater fuel economy.



Full Flow Oil Filter for longer engine life, less maintenance cost, better, smoother performance.



Oriflow Shock Absorbers, another Chrysler First, for a "boulevard" ride on the rough roads.



Safe-Guard Hydraulic Brakes, with bonded brake linings, for the finest, safest, surest brakes made.



ILLUSTRATED ON THESE two pages are some of the engineering features which make the Chrysler Windsor the finest car in the medium price field . . . a statement that can be proved by a careful and thorough comparison of the other cars with the Chrysler Windsor.

The complete ignition system . . . spark plugs, wiring, coil, and distributor are thoroughly waterproof. You can actually turn a stream of water on the engine while it is running and it will not stop.

This feature assures quick starting and reliable engine operation in damp or rainy weather.

One of the outstanding features is the new Oriflow Shock Absorbers, designed and perfected by Chrysler engineers. This new shock absorber gives a smoother ride on average roads, and an unbelievably smooth ride on rough roads. This feature, combined with independent front wheel suspension, front coil spring and tapered leaf rear spring, Super-cushion Tires, and the locating of

the seats *between* the axles, makes Chrysler's Safety Level Ride the smoothest and most comfortable of any car you have ever experienced.

One of the reasons why Chrysler cars perform so well, are long-lived and are easy on the pocket-book for operating and maintenance costs, is the Superfinishing of all moving engine parts, and a number of chassis parts, where metal contacts metal.

Superfinish, originated and perfected by Chrysler,

is a process of finishing metal to a precision-smooth . . . mirror-like surface. Superfinish results in greater gas and oil economy; reduce wear of moving parts; lower maintenance cost; longer life; and better performance.

The Chrysler Safety Rim Wheel is a great protection against accidents caused by a tire blowing out. The ingenious design of the rim holds the tire on the rim in case of a blow-out, permitting the car to be brought to a safe stop, without

skidding or swerving. This great Chrysler feature, of long standing, has prevented many accidents.

The Chrysler Full-Flow Oil Filter, which filters *all* of the oil before being forced under pressure to all moving parts, is an important performance and economy feature.

We suggest that you give the Chrysler Dealer the pleasure of explaining in detail the many engineering features Chrysler offers you in the Beautiful Windsor.

HERE IS THE PLACE—and the only place . . . *behind the wheel* . . . to really find out about Chrysler Performance . . . Chrysler Comfort . . . and Chrysler Engineering.

When you get in the car and drive it yourself, you find out first-hand how powerful and smooth the Spitfire Engine is . . . how effortless it is to drive with Fluid-Matic Transmission . . . how sure and safe are Safe-Guard Brakes . . . and many other reasons which make Chrysler such a satisfactory car to own. At your convenience, see the Chrysler Dealer. Drive a Chrysler . . . and Learn the Difference!



Cradled Ride . . . Both front and rear seat passengers ride in the "Comfort Zone", between the front and rear wheels, where the ride is smoothest.



Easi-Lock Parking Brake . . . grips like a bulldog . . . can easily be operated with one finger.



Exhaust Valve Seat Inserts for longer valve life, less valve grinding, and better performance.



Safety Rim Wheel for your protection in case a tire blows out—holds tire firmly in place.



Safety Crash Pad . . . made of thick sponge rubber and leather covered . . . a great safety feature.



Safety Clutch Pedal, for your convenience and safety, to give you complete control of car—always.

Specifications

WINDSOR & WINDSOR DE LUXE

BODY STYLES . . . Windsor 6-Pass. Sedan; 8-Pass. Sedan; Club Coupe; Town & Country Wagon; Windsor DeLuxe . . . 6-Pass. Sedan; 8-Pass. Sedan; Limousine; Club Coupe; Convertible Coupe; Newport; Traveler.

ENGINE . . . Spitfire High Compression 6 cylinder. Bore 3-7/16 in., Stroke 4½ in., Displacement 251 cu. in., Compression Ratio 7.0 to 1. Brake Horsepower, 116 at 3600 rpm. Torque 208 ft.-lbs. at 1600 rpm. Engine Features . . . Exhaust Valve Seat Inserts; Filtered Crankcase Ventilation; Full Pressure Lubrication; Floating Power Engine Mountings; Counterbalanced crankshaft with rubber cushioned vibration damper. Four replaceable, precision-type, micro-babbitt, steel backed main bearings; Full Flow Oil Filter; Chemically treated cylinder walls; Silent, chain-driven camshaft; Floating Screen oil intake; Superfinished Parts; Automatic Manifold Heat Control. Waterproof Ignition. Oil capacity, 5 qts.

FUEL SYSTEM . . . Down-draft Carburetor with automatic choke and fast idle control. Heavy duty oil-bath air cleaner and silencer. Oilite Fuel Filter in gas tank. Tank Capacity, 17 gal.

COOLING SYSTEM . . . Thermostatic by-pass temperature

control. Four blade fan. Full length water-jacket cooling. Cellular-type radiator core. Capacity, 17 qts.

CLUTCH . . . Single Plate, dry, ventilated, with two molded woven asbestos facings. Plate dia. 10 in. on Windsor with standard transmission; 9¼ in. on DeLuxe with Fluid-Matic transmission.

ELECTRICAL SYSTEM . . . High-capacity generator. Charging rate 45 amps. Automatic voltage and current control. 17 plate battery, 120 amp. capacity. Resistor-type spark plugs. Automatic-advance spark.

TRANSMISSION . . . Windsor—Manual. Helical Cut gears. Lubricant capacity 2¾ pints. Windsor DeLuxe . . . Fluid-Matic Transmission . . . hydraulically operated with gyrol Fluid Drive. Four forward speeds and reverse, with automatic driver controlled up-shift from first to second, and third to fourth gear. All forward gears are synchronized. Lubricant capacity, three pints. Available on Windsor at extra cost.

DRIVE . . . Hotchkiss type through rear springs. Hypoid rear axle. Ratios . . . Windsor, 3.9 to 1. DeLuxe, with Fluid-Matic, 3.73 to 1. 8-Pass. Sedan and Limousine have 4.1 to 1 manual and 4.1 to 1 Fluid-Matic.

FRONT SUSPENSION . . . Independent Coil Springs of Amoln Steel. New Oriflow Shock Absorbers. Torsion-rod sway eliminator.

REAR SUSPENSION . . . Semi-elliptic springs, grooved and tapered leaves. Metal spring covers. Straddle mounted Oriflow Shock Absorbers.

FRAME . . . Double channel, welded box type, four cross members. Newport and Convertible have X-type cross members.

STEERING . . . Center-arm steering. Ratio, 18.2 to 1. Steering wheel diameter, 18 in.

BRAKES . . . Chrysler Safe-Guard Hydraulic, 12 in. dia. internal expanding. Cyclebonded brake lining. Easi-Lock Parking Brake, internal expanding on propeller shaft. Vacu-Ease power unit standard on 8-Pass. body types and Town & Country Wagon.

WHEEL and TIRES . . . Chrysler Safety Rim Wheel. 4-ply Super-Cushion tires, 7.60 x 15. Town & Country Wagon and 8-Pass. Sedan and Limousine, 8.20 x 15. Stainless Steel Wheel Covers. White Sidewall Tires extra cost.

WHEELBASE . . . 125½ in. 8-Pass. Sedan and Limousine 139½ in.

OVER-ALL LENGTH . . . 207¼ in. all body types except 8-Pass. Sedan and Limousine, 222¼ in., and Town & Country Wagon, 209¾ in.

All prices and specifications are subject to change without notice.

CHRYSLER SALES DIVISION • DETROIT

**CHRYSLER
PLYMOUTH**

APPROVED SERVICE

FROM COAST TO COAST

EXPERT MECHANICS

FACTORY ENGINEERED PARTS

FINE WORKMANSHIP

