

ENGINEERING EXHIBITS

Chrysler FirePower Engine Endurance Exhibit
Convertible Top and Window Lift Life Test
Chrysler FirePower Cutaway Engine
Power Steering Demonstrating Car
Road Testing Instrumentation
Animated Road Test Map
Hydraguide Power Steering
Color Coordination
Electric Window Lift
Car Ornamentation
Decorative Coatings
Complete Chrysler New Yorker Chassis
Adjustomatic Door Latch
Electric Windshield Wiper
Full-Size Styling Illustration
Car Performance Comparison
1951 Plymouth Engine
Original Chrysler 6 Engine
Body Structure
Engine Cooling
Splash-proof Ignition
Oil Filters
Tail Light and Stop Light Optics
Forced Aircooled Brake
Cyclebond Brakes
Brake Achievement
Brake Dependability
Oilite Fuel Filter
Transmissions
Safety-Rim Wheel
All Weather Comfort System
Generator Historical Exhibit
Carburetor Historical Exhibit
Carburetor Integral Choke
Anti-icing Carburetor
Halide Leak Detector
Surface Physics Research
Styling Exhibit
Electron Microscope
Radioactivity In Research
Combustion Research
Riding Comfort Exhibit
High Speed Stirrer
Conductive Plastics
Chrysler Designed Railroad Truck Exhibit

*Chrysler
Corporation
brings you*

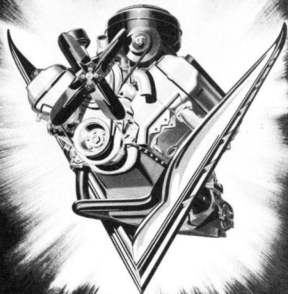
*New
Worlds
in
Engineering*

FAIRMONT HOTEL
San Francisco
OPEN 10 A.M. TO 10 P.M.

December 22 thru January 3
Daily except Christmas & New Year's Day

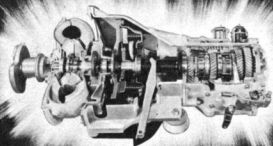
1 *the FirePower V-8 engine*

Its Hemispherical Combustion Chambers use more of the heat energy available in the fuel than any other American passenger car engine. In effect, this is a revolutionary advance in *mechanical design* as distinguished from chemical changes in gasolines. It gives the FirePower engine built-in octane ratings, increasing power developed from present or future grades of gasoline. With 180 horsepower, at 4000 RPM, even on non-premium grade fuels, the Chrysler FirePower today outperforms any other American passenger car. It is also designed to make the most of any future gasoline developments.



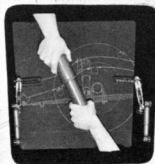
2 *fluid-torque drive*

Gives you new, flashing acceleration and exceptional ease of handling. Fluid-torque drive is automatic. It combines the power and smoothness of the torque converter with all of the desirable features of a 2-range, 4-speed, hydraulically operated, geared transmission. In addition to fast starting pick-up, you always have available in reserve that sudden extra burst of speed—which you may need for safety.



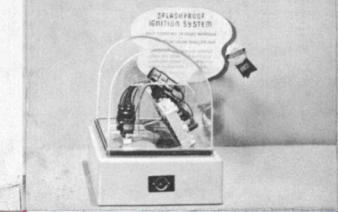
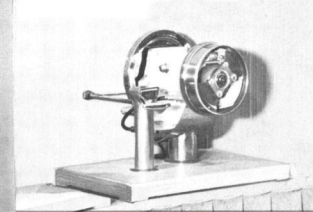
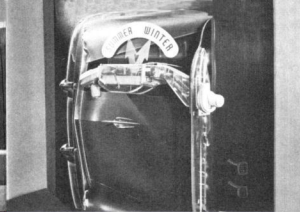
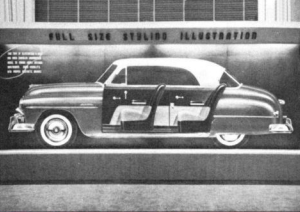
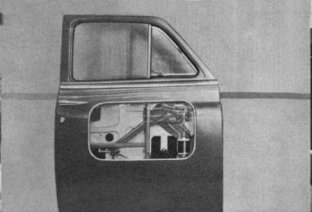
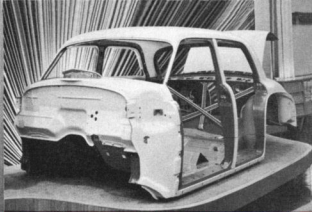
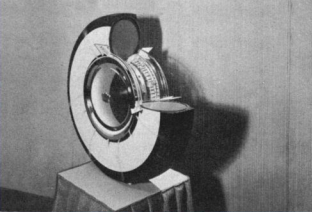
3 *hydraguide steering*

This amazing new power steering unit does 4/5 of the work for you! You can park the biggest Chrysler with two fingers. Long trips are so much easier with Hydra-guide helping you. Steering is many times safer, too! Eases the strain of driving in ruts, sand or snow. Hydra-guide makes even the force of a blowout easy for you to control.



4 *the oriflow shock absorber*

Oriflow Shock Absorbers give you more than twice the shock-absorbing power of those on any other car! Chrysler engineers have developed an entirely new principle of controlling the flow of hydraulic fluid resulting in a smoother, steadier gliding ride *under all road conditions*. This means added safety, longer life for your car as well as the most comfortable ride in any car today!



5 *air cooled brakes*

Forced-air cooling results in as much as 35% reduction in brake internal temperatures. Result: reduced wear, safer stops. Exclusive Chrysler development.

6 *body engineering*

Such features as rustproofing, box section sills and diagonal bracing make all Chrysler Corporation bodies among the strongest, most rigid, and most durable in the industry.

7 *electric window lifts*

Typical of the developments which make Chrysler Corporation cars tops for convenience and luxury. Quick, quiet, dependable at all temperatures. Lifts may be operated individually or from a master control unit easily accessible to the driver.

8 *advanced styling*

Look at the new Chrysler cars—Plymouth, Dodge, De Soto and Chrysler—and you'll see styling for comfort, convenience and safety. See how they're engineered to give you more headroom, legroom and shoulder room. They're easier to get in and out of and a pleasure to drive.

9 *all-weather comfort*

No matter what the weather—everyone is comfortable inside your car when it's engineered by Chrysler. 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.

10 *internal-expanding hand brake*

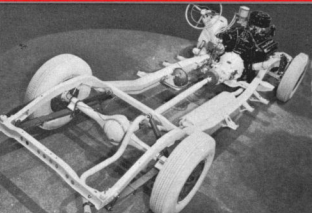
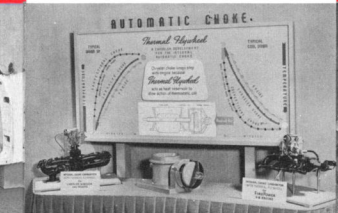
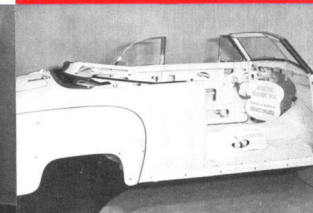
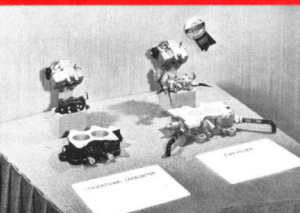
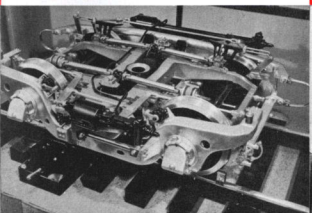
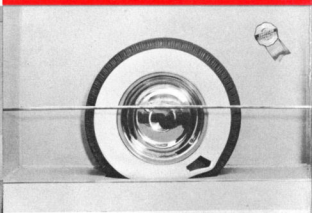
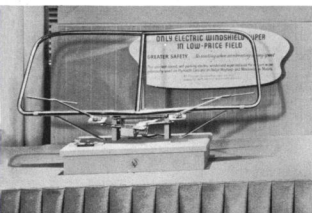
You don't have to *yank* this emergency brake. Just a touch of the finger sets or releases it. Provides absolute parking security on the steepest grades. Completely independent from service brake system.

11 *splash-proof ignition*

To prevent ignition trouble from road splash or damp weather, all ignition parts are specially designed and protected against moisture as well as dirt.

12 *fade testing*

Chrysler paints—"the toughest coating known to man"—must stand long fade tests in this machine. Constant tests on paints, plastics and fabrics help insure long life and beauty of all cars made by the Chrysler Corporation.



13 *electric wipers*

You can be sure that these windshield wipers will work when you need them. They operate at constant speed, eliminating the dangerous slow-up of vacuum-operated type. They're self-parking, returning to the stop position when shut off. These are the first electrical units to be available on low-price cars.

14 *safety rim wheel*

Safety-Rim wheels reduce danger of 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.

15 *railroad passenger truck*

Even outside the automotive field, Chrysler Engineering ingenuity works for comfort and ease of travel—as shown by this non-swaying railroad truck assembly.

16 *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.

17 *adjustomatic door latch*

Door rattles are eliminated by means of an ingenious cam take-up which automatically seats the door tightly against the body and gives greater door stability.

18 *electric top lift*

These lifts work swiftly, surely and completely automatically. You can raise or lower your convertible top in a matter of seconds.

19 *automatic choke*

A thermal flywheel slows operation of the thermostatic coil in the integral choke carburetor, preventing too-fast warm-up or cooling of choke.

20 *complete chassis*

Perfect coordination of all the elements of this chassis is typical of the clean, efficient, lasting design that makes Chrysler the finest engineered cars in the world!

New Worlds in Engineering

... MEANS GREATER BUILT-IN VALUE

in Plymouth, Dodge, DeSoto and Chrysler cars!



CHRYSLER alone can offer you an automobile as dramatically handsome as this sleek beauty with the fabulous FirePower Engine, Hydraguide Steering and Oriflow Shock Absorbers.

Chrysler Engineering and Research brings these new achievements to you first. The latest scientific advances in the laboratory are swiftly built into the new and greater Chrysler cars which you can enjoy today.



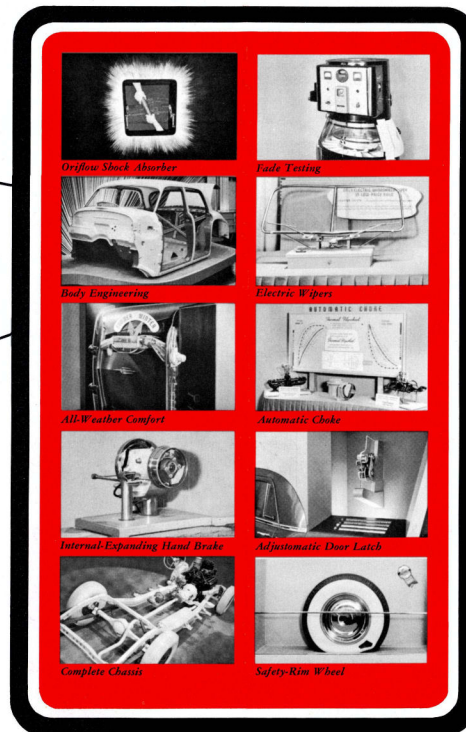
You get extra comfort and extra value in the new DE SOTO. No other car gives you so much value dollar for dollar.



PLYMOUTH has the outstanding quality features in the lowest-priced field! "Safety-Flow Ride." Luxury styling.



It's DODGE for Dependability. Lowest price automatic transmission on the market plus brilliant new styling.





"New Worlds in Engineering"—the exclusive engineering achievements you are about to see—can be enjoyed in Chrysler, Dodge, De Soto and Plymouth cars right now!

The more than 3,000 men and women in Chrysler Corporation's huge Engineering Department are constantly at work to keep these cars way out ahead.

See for yourself how well they have succeeded.