

CARL W. SCHNEBERGER



Deluxe

SPYGLASS-FALCOWSKI
925 BAUM BLVD. PITTSBURGH 6, PA.
Wland 1-3700



AMERICA'S MOST

Smartly Different Car

FOR 1955

TOTALLY NEW in design . . . dramatically different in outward line and inner luxury . . . the stunning Chrysler Windsor Deluxe for 1955 opens an exciting new chapter in the history of automotive styling.

It is like no other Chrysler you have ever seen . . . indeed, like no other car. Longer, lower, sleeker in its new sweeping silhouette, the 1955 Windsor Deluxe has the look of pure motion, even when at rest. It's the look of cleanly tailored steel . . . Chrysler's beautiful new *100 Million Dollar Look!*

Everything about this car is new . . . and so basically new that we feel justified in saying that here, in all truth, is *the first in the next generation of motorcars*. As these pages will show you, the bold, fleet, and youthful style concept reflected in the 1955 Windsor Deluxe extends literally from bumper to bumper. You will see complete newness *inside*, too . . . for Chrysler interiors now surpass in richness and elegance anything you've ever seen or felt before in *any* car. And when you drive this magnificent Chrysler . . . and experience for the first time all the new driving advances that are here . . . you'll realize how deep into the very heart of the car Chrysler *newness* extends.

What you cannot see, however . . . or possibly even imagine . . . is the great and abiding sense of *personal pride* and *personal fulfillment* that is yours the moment you slip behind the wheel. For here is where you take command of all the great driving advances of recent years — and of today. Like the most automatic of all no-clutch transmissions . . . Chrysler's *new* coaxial power steering that works *full time* . . . and the safest of all power brakes.

BIGGEST NEWS OF ALL: *the 1955 Windsor Deluxe is now V-8 powered* . . . with a brilliant new edition of the world-famous Spitfire engine. It's a full 188 H.P. and it's the newest in Chrysler's great family of high-compression engines.

We warmly invite you to see and drive this new V-8 Windsor Deluxe. You'll find a wide choice of body types . . . including a gorgeous all-new hard-top model. New exterior and interior colors and two-tone combinations are the most utterly beautiful you've *ever* seen. Discover for yourself how richly rewarding it can be to own and drive the lowest-priced *really fine car* of them all: AMERICA'S MOST SMARTLY DIFFERENT CAR!

The Power of Leadership  is Yours in a Chrysler

The illustration below shows the long, slightly crowned hood that sweeps forward and downward between the clearly defined, gracefully curved front fenders. Its downward sweep is functional as well as beautiful, because it assures a close-in view of the road, which means safer driving. Note also, the full wheel opening in the fender, the rugged bumper that extends around the front to the car, and attractive chrome molding that frames the "New Horizon" super-scenic windshield and continues around the body of the car.



Here, without any question, in our opinion, is the most beautifully designed rear end on any motorcar today. The gently crowned, gracefully sloping rear deck accents the clean, taut contours of the body metal. The Twin-Tower taillights are distinctively different—a new design note that complements the flowing lines of the new rear fenders and enhances the beauty of the car as a whole. The chrome V is mounted on the cover of the gas filler cap—on the right side of the car for easy access. The stylish new emblem, which serves as the deck lid handle, the lock, and the chrome nameplate are centered to give the rear deck a perfectly balanced design.

Absolutely stunning! . . . will be your verdict on the 1955 Windsor Deluxe new interiors. Smart, yet extremely durable Nylon and Leathercloth upholstery . . . in colors that blend in harmony with the exterior body colors of your choice . . . make new Chrysler interior decor the most beautiful in the industry. In complete good taste, too, is the new treatment of chrome trim and door panel design. Chrysler's traditionally generous glass area is, of course, greater than ever . . . you ride in an atmosphere of true "out of doors" spaciousness and light.





WINDSOR DELUXE

Newport

... new glamor ... new zest ... new dash ... in America's
newest body-style favorite. Streamlined smartness throughout
characterizes Chrysler's new 100 Million Dollar Look!

→
Manually operated, the wide front seat can be adjusted, easily and quickly, to afford the best driving position for any size person, large or small. Forward and aft adjustment is 5 inches, vertical adjustment 1.1 inches. An electric Two-way, and a new Four-way power seat control using separate electric motors for horizontal and vertical adjustment, are available as special equipment.



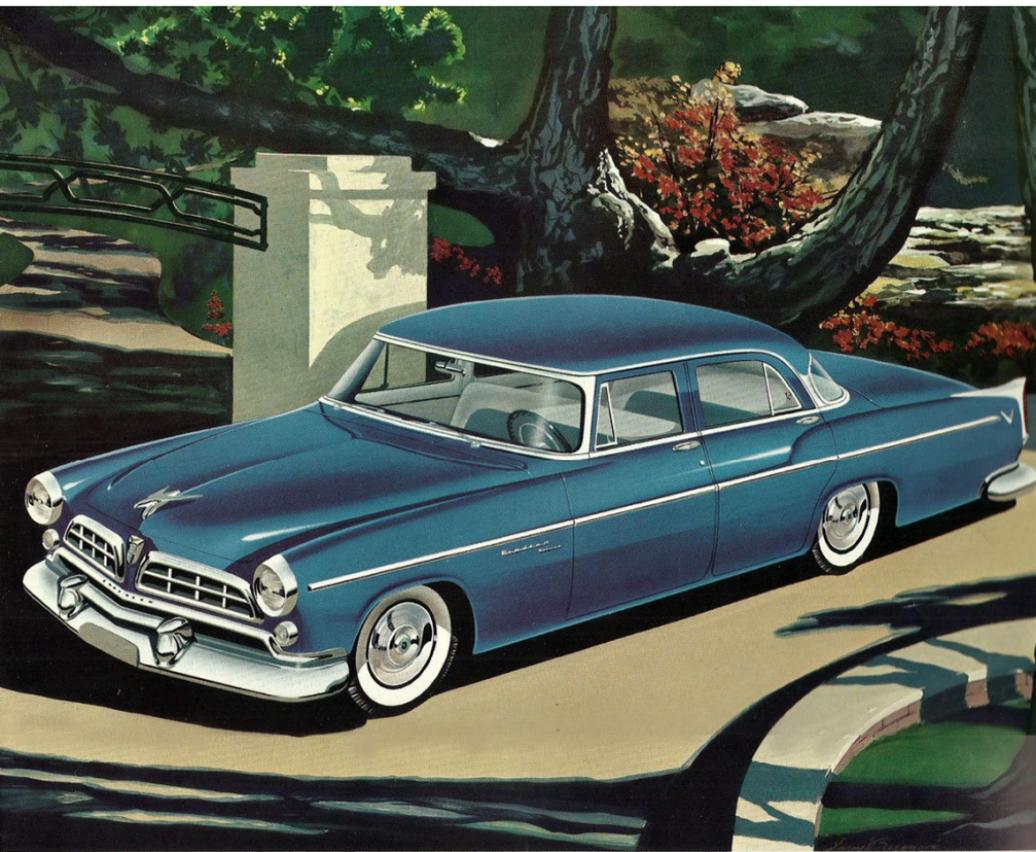
The most beautiful instrument panel ever to grace a Chrysler car. And, combined with beauty and smartness are convenience and safety. All controls are within easy reach and the two big dials, which flank the steering column can be easily and quickly seen by the driver. With the PowerFlite automatic transmission, is the new PowerFlite Range Selector, located on the instrument panel. On the right side of the panel are illustrated the spacious Glove Compartment, the radio grille, and an electric clock, which is available as special equipment. Parking Brake handle is located on the panel, within easy reach. A bright red flasher, mounted just above the brake handle, reminds the driver when the hand brake is set. ↓



↑
One of the outstanding design features is the "New Horizon" super-scenic windshield with the swept back corner posts that eliminate blind spots. The graceful curve and correct slanting of the windshield not only provide maximum visibility, with no distortion, but also enhance the beauty of the front end design of the car.

→
Spacious and gracious, interiors for 1955 bring you a truly distinguished blend of smart style and solid comfort. Richly tailored upholstery features today's newest wonder fabrics—Nylon and Leathercloth; natural-posture seats and arm rests at comfort level help make the Chrysler ride the most relaxing on the road. Headroom and leg-room are, of course, strictly "big car!"





WINDSOR DELUXE

Four Door Sedan

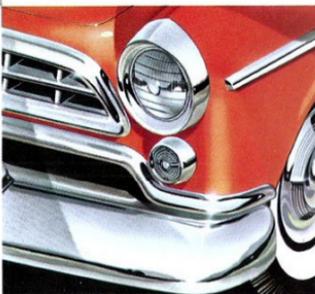
... smartly different, from front to rear! It's low, graceful, long sweeping silhouette is an exciting and pleasing contrast to the square, boxy look of so many of today's other big cars.



↑
Plenty of luggage space for your longest trips! Broader and longer than ever, Chrysler's gently crowned deck lid lifts to reveal a spacious compartment of generous proportions. Loading and unloading are easier than ever, too . . . the new "torsion bar" hinge mechanism not only saves trunk space, but also provides easier, more balanced operation of the rear deck lid.



↑
Sleek, "low-to-the-road" simplicity keynotes the entire rear-end styling: the bold and authoritative Twin-Tower taillights . . . the clean, uncluttered rear deck . . . the new, more massive curve-around bumpers. Even the new concealed gas tank filler is now located on the right rear fender for more convenient filling!



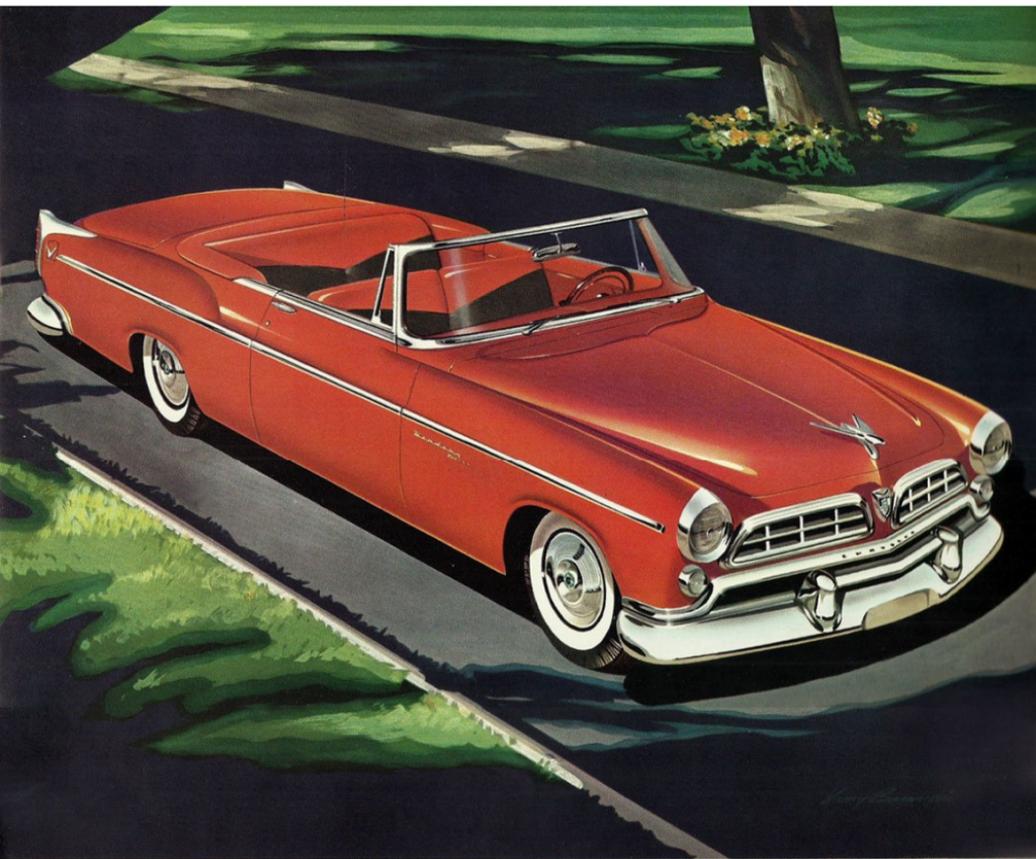
←
Detail view of the beautiful Windsor Deluxe front-end styling with its massive, distinctive new grille. Heavy chrome bezels around headlights emphasize the car's look of motion . . . projecting parking & turn-signal lights, directly below, accent the low, wide sweep of the forefront.

↓
You'll have to look very far indeed to find interiors of greater swank and dash than those of the '55 Windsor Deluxe Convertible. The trim theme here is single . . . extremely handsome, yet able to take rough usage. The smart V-design of seat bolsters is a subtle reminder of the Windsor's new 188 HP V-8 engine. Top raises and lowers automatically.



→
A new, easier way to drive without shifting! On the dash panel before you is the new PowerFlite Range Selector . . . replacing the conventional-type lever on the steering column. A quick flip of the finger lets you select the drive range you wish . . . with the world's newest and most automatic no-clutch drive - PowerFlite →





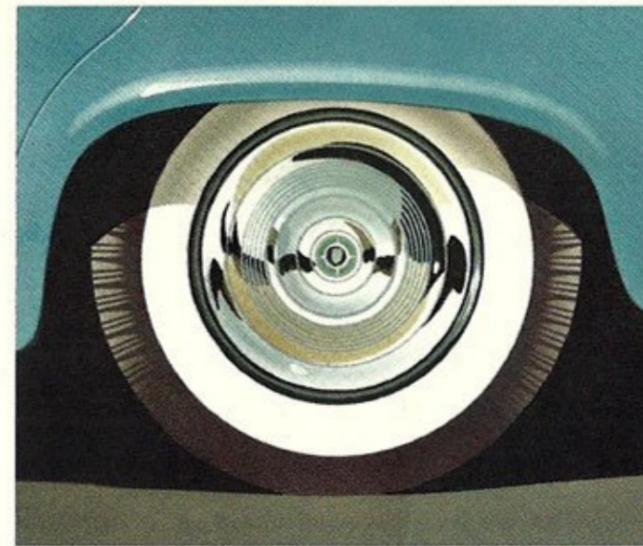
WINDSOR DELUXE

Convertible Coupe

Expect to be looked at . . . admired . . . and
envied — when you get behind the wheel of this
gorgeous, sleek, and smart Chrysler Convertible Coupe.



↑
 Everything . . . even to the steering wheel . . . is in perfect color harmony throughout the stunning new Windsor Deluxe. And with Chrysler Full-time Power Steering you can turn the front wheels from full right to left with fewer turns of the steering wheel than in other cars!



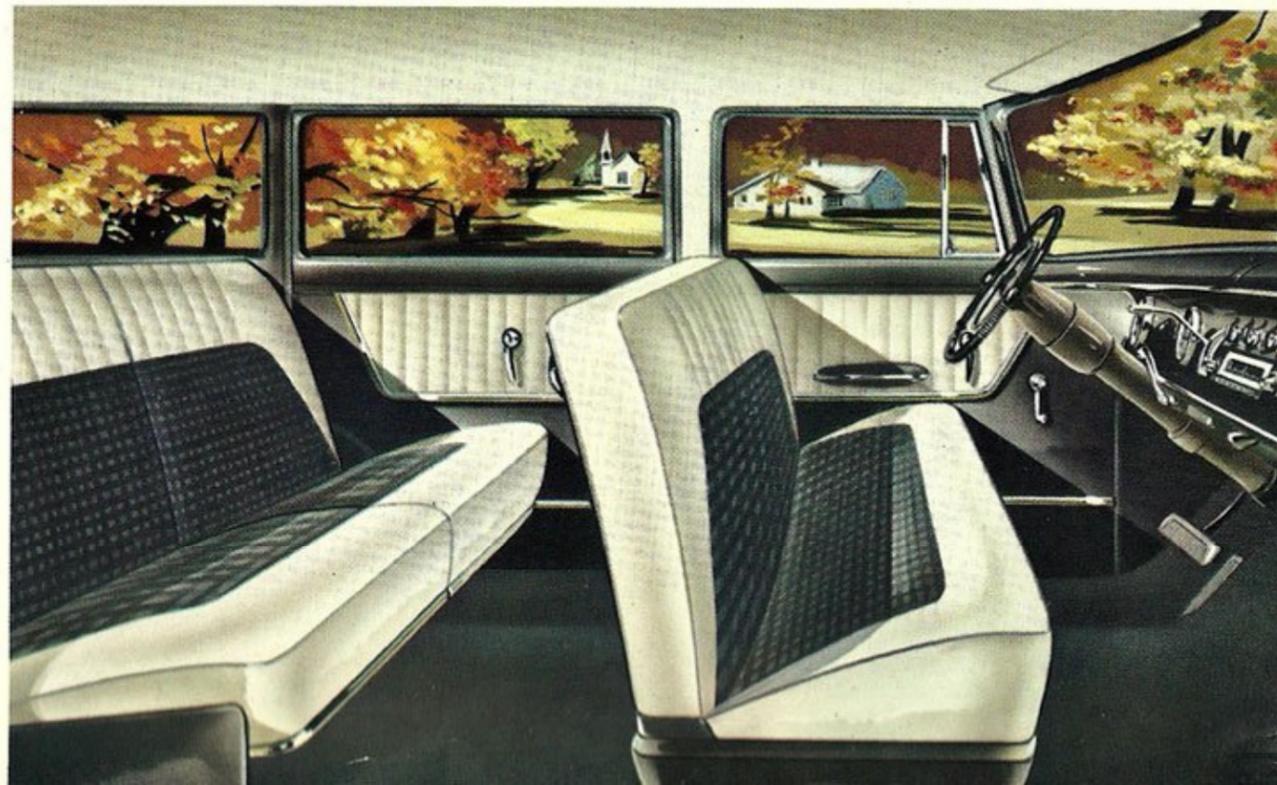
↑ Brilliant new wheel covers have a gleaming concentric ring effect surrounding luxurious replica of the hood medallion. Both front and rear wheel openings are prominent in the new 1955 Windsor Deluxe . . . adding a distinctive note of sportiveness without bulk to the car's low, sweeping silhouette.



↑
 The glamorous Town & Country Wagon carries 6 passengers. Rear seat can be folded forward into the floor to provide greater storage space. Removable rear seat . . . ideal for the youngsters . . . is optional equipment.

In smartness as well as in serviceability, the beautiful Windsor Deluxe Town & Country Wagon acknowledges no peer. Its all-steel construction affords the utmost in security . . . its tasteful and practical interior furnishings make it an equally apt car for city, farm, suburban and vacation-time use. ↓

↑
 Tailgate lowers flush with floor for easy loading and unloading. Storage space is 46 in. wide; 30½ in. high and 90½ in. long . . . 121½ in. long with tailgate down, rear seat folded forward.





WINDSOR DELUXE
Town & Country Wagon

For years, the Town & Country Wagon,
a Chrysler creation, has been regarded as the
last word in the Station Wagon body type.



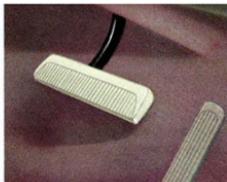
↑
Full vision to the rear, without blind spots, is yours with the new singlepiece "Clearbac" wrap-around rear window. Its grand, curving sweep adds as much to your driving safety as to the car's rear-end beauty and styling. Featured on all body styles except the Convertible Coupe and the Town & Country Wagon.



↑
The handy and commodious storage compartment for gloves, maps, or what-not . . . automatically lighted from within . . . is located on the right side of the new instrument panel. Placed closer to the center, it is easier for both driver and passenger to reach.

↑
Richness of appointments and superior good taste throughout has always been a Chrysler tradition. But never have you seen anything to compare with these new Chryslers . . . in their colorful gaiety as well as in their distinction and dignity.

↑
You enjoy extra stopping safety in the handsome new Windsor Deluxe! . . . the new double-width suspended brake pedal makes it easy to stop the car with either foot. And with Chrysler's giant Power Brakes (optional), you need far less pedal pressure for smooth, sure, safe stops. →



↑
Comfort always gets high priority in a Chrysler! Unlike many cars, the beautiful Windsor Deluxe has a wide coil ventilator that provides an extra supply of clean, fresh air whenever desired. Coil closes flush with the hood when not in use. →



↑
The doors are wide for easy entrance and egress and the panels are beautifully tailored in a two-tone effect to complement the smart interior styling of the car. The padded arm rest is an important comfort feature. Window regulator and door latch handle are finished in chrome. →





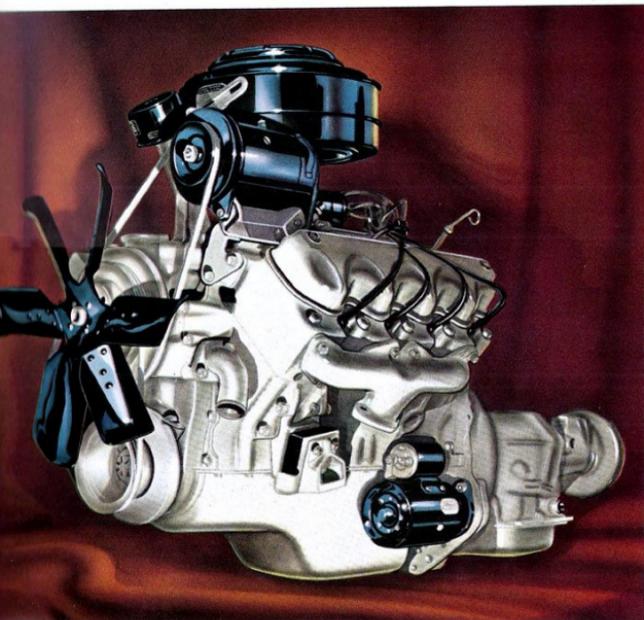
WINDSOR DELUXE

Windsor

... and *all-new* hard-top model for 1955! Low, long,
and glamorous, it's the latest addition to Chrysler's illustrious
line of full-sized fine quality motorcars in the medium-priced field.

Famous Chrysler Engineering

AT ITS BEST!



The new Chrysler Spitfire is a great engine, with amazing performance throughout the entire power range. It is smooth, quiet, economical, and built for years of service with the minimum maintenance expense.

Long recognized and respected as one of the finest engineered cars ever built, the Windsor Deluxe has many new features that make it, even more than ever, the outstanding fine car in the medium priced field.

Chief among these new features is the completely new design Spitfire V-8 engine, which combines the many advantages of the hemispherical combustion chamber with reduced weight and simplified valve mechanism.

Using the same engine block as the larger FirePower engine, it has generous bearing area and crankcase rigidity which assures smooth, quiet operation.

Bore and stroke are both 3.63 inches, giving a piston displacement of 300.5 cubic inches and a full 188 horsepower.

The Spitfire V-8 has many of the design and engineering features which have made the FirePower engine, introduced in 1951, the most advanced design and the most highly regarded engine in the Industry today. Among these features are the rotor-type oil pump, which provides full pressure lubrication; the Full-Flow oil filter; hydraulic valve lifters; a dual-throat carburetor with integral automatic float; and tin-plated aluminum alloy pistons.

On the opposite page are illustrations and brief descriptions of many other important engineering features that make the Windsor Deluxe such an outstanding car — such a pleasure to drive — such a satisfaction, from every standpoint, to own as a fine possession that looks and acts the part.

Before you buy any car, why not inspect carefully, and drive the Windsor Deluxe, because this is the only way you can find out and fully appreciate what a fine car this lowest priced Chrysler really is!

188 HORSEPOWER SPITFIRE ENGINE!

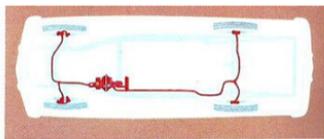




Safest, easiest of all, Chrysler's new coaxial Full-time Power Steering does 80% of the work . . . without fading on-and-off. You enjoy a steady, consistent "road feel" and greater driving safety at all times. Optional at extra cost.



Quick starts in wet weather . . . no stalling on flooded streets or in heavy rainstorms . . . with Chrysler Waterproof Ignition! Distributor, coil, spark plugs, wiring are all fully insulated against moisture, insuring uninterrupted performance.

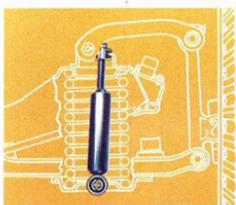


Swift, smooth stops with 1/3 the ordinary pedal pressure! . . . try Chrysler Power Brakes, first introduced in 1932, just once and you'll never want to drive without them. Available at extra cost on the Windsor Deluxe.

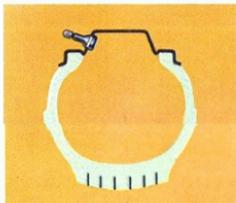
Giant Oil-Bath Air Cleaner keeps dust, dirt, and gritty particles from entering engine . . . contributing to Spitfire's flashing performance and long life.



Exclusive new-type shock absorbers . . . Oriflow . . . have double the cushioning power of ordinary types. You ride in complete comfort over roughest roads.



Exclusive Full-flow Oil Filter, developed by Chrysler, eliminates all dirt and dust from the engine oil . . . assures longer engine life, more economical maintenance.



Special Safety-Rim wheels . . . another Chrysler "exclusive" . . . keep a firm grip on a blown-out tire; prevent its flopping off wheel. You can stop car smoothly, safely.



The Chrysler box-section type frame has long been known for its strength and rigidity. But, for 1935, there is a completely redesigned frame, which is, in our opinion, the finest frame ever developed for a motor car. Clean, straight lines are used throughout,

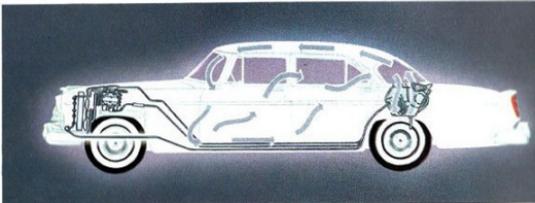
and, by eliminating curves, wherever possible, strength and fatigue life are greatly increased. Vastly improved resistance to impact and twisting forces have been achieved by the new, full-length box section side rails which extend the full length of the frame.

New Independent Parking Brake, working direct on driveshaft, has handle conveniently mounted on dash. Red flasher signal above lever warns driver when brake is set.



With the new Chrysler Heater and the new, high capacity Air Conditioning Unit, you have the utmost in car comfort, both winter and summer. The new Chrysler Airtemp air conditioning unit employs a two-cylinder reciprocal compressor, with Freon 12 as the refrigerant. Two other features are the new

single condenser, which gives efficient operation and keeps interference with engine cooling at a minimum, and the magnet clutch, which connects compressor to the engine only when cooling is needed. Available as extra equipment on all body styles except Convertible and Town & Country.



Specifications

Body Styles

Four-Door Sedan; Nassau; Convertible Coupe; Newport; Town & Country Wagon.

Engine

Spitfire 90° V-8 Overhead Lateral Valves; Bore and Stroke 3.63 in. x 3.63 in.; Compression Ratio 8.0 to 1; Displacement 301 cu. in.; Brake Horsepower 188 at 4400 rpm; Torque 275 Ft. Lbs. at 2400 rpm; 5 Main Bearings; Staggered Inclined Polyspherical Combustion Chamber; 2 front and 1 rear Mounting Points; Floating Power shear type Mounting; 2 Iron Tincoated Compression and 1 Oil Ring per Piston; Aluminum Alloy Pistons; High Manganese Steel Piston Pins; Steel Band Slipper Type Cam Ground Tin Plated Pistons; High Manganese Forging Steel Connecting Rod; Drop Forged Steel Crankcase; Cast Iron Head; Silicon Chromium Steel Intake Valves; XCR Steel Exhaust Valves; Alloy Cast Iron Exhaust Valve Seat Insert; Full Pressure Lubrication; Full-Flow Oil Filter; Oil Bath Air Cleaner; Waterproof Ignition; Crankcase Ventilation; Floating Oil Intake; 5-Quart Crankcase Capacity; Automatic Manifold Heat Control; Silent Chain Driven Camshaft; Crankshaft with Damped Dynamic Torsional Absorber.

Fuel System

Dual Down-Draft Carburetor with Automatic Intake Manifold Heat Control and Integral Automatic Choke; Mechanical Fuel Pump; Oilite Fuel Filter in Gas Tank; Heavy-Duty Oil-Bath Air Cleaner and Silencer; Single Exhaust System; Fuel Tank Capacity 20 Gallons (18.5 Gallons capacity Town & Country Wagon); Regular Fuel Recommended.

Cooling System

Thermostatic By-Pass Temperature Control; Six-Bladed Fan; Full-Length Water Jacket Cooling Around Cylinders; Cellular Radiator Core; 24-Quart Radiator Capacity.

Electrical System

Battery - 19-Plate, 120-amp.-hr., 6-volt; Generator, 45-amp.; Resistor Spark Plugs; Mechanical and Vacuum Spark Advance; Ignition Key Solenoid Engine Starter Switch; Lights - Automatic Entrance, Rear License Plate, Map, Overhead Rear Compartment Light; Manual Switch for Dome Light; Dual Directional Signals; Cigar Lighters; Sealed-Beam Bull's-Eye Head Lights; Waterproof Ignition; Electric Two-Speed Windshield Wipers.

Transmission

Manual Shift, 3 Forward and 1 Reverse Speed; Helical Gears, Synchronous Meshing in 2nd and 3rd Gears; PowerFlite fully-automatic Torque Converter with 2-speed planetary gear set available at extra cost; Torque Converter Starting Ratio 2.6 to 1; Combines with Planetary Gear Ratio to give 4.47 to 1 Breakaway Gear Ratio.

Drive

Hotchiss type through Rear Springs; Hypoid Rear Axle Gears; Rear Axle Ratios 3.73 to 1 (Optional 3.9 to 1) except Town & Country Wagons; Town & Country Wagon Rear Axle Ratios 3.91 to 1 (Optional 4.1 to 1).

Suspension

Front - Independent Anti-Roll Front Wheel Suspension, Lateral Control with Chrome Alloy Coil Springs; Oriflow Shock Absorbers mounted within the Coil Springs with the upper end attached to the Frame. Rear - Springs are parallel-mounted close to the wheels, with spring centers 5.06 inches farther apart, which gives exceptional cornering ability, a more stable ride, and greatly reduced body roll on turns.

Steering

Symmetrical Idler Arm Steering Linkage; Manual - three-tooth Roller Steering Gear, mounted on Roller Bearings. Full-Time Coaxial Power Steering available at extra cost on all body styles equipped with PowerFlite Transmission. Steering Wheel turns required from full right to left, with manual - 5.5 turns, with Full-Time Power Steering - 3.75 turns.

Brakes

Hydraulic, internal expanding with cycle bonded lining; Power Brakes available at extra cost (standard on Town & Country Wagon). Easi-Lock independent Parking Brake; Parking Brake handle mounted on instrument panel.

Wheels and Tires

Chrysler Safety-Rim Wheels; with 7.60 x 15, 4-ply, Tubeless Tires. White Sidewall Tires and 6-ply Tires available at extra cost. Chromed Stainless Steel Wheel Covers standard equipment. Wire Wheels (with Tube Tires) available at extra cost.

Dimensions

Wheelbase 126-in.; Tread Front 60.2 in.; Tread Rear

59.6 in.; Over-all Length 218.6 in.; width 79.1 in.; height (loaded) 60.6 in.

Interior Appointments

Air-Foam Seat Cushions; Arm Rests on Doors; Ash Trays front and rear; Assist handles, rear (sedan); Patterned Rubber Floor Mat (carpet in front and rear of Convertible Coupe and Newport); Cigar Lighters; Coat Hooks (sedans); Fixed Foot Rests; Horn Ring; Anti-Clare Painted Instrument Panel Top; Lights - automatic entrance, rear dome with manual switch, rear license plate, and map light; Glove Box Lock; Safety Cushion roll on back of front seat; Manual seat adjustment; Plastic 3-section steering wheel; Two inside Sun Visors; Manual Window Control Handles; Rubber matted Luggage Compartment; Bumper Jack and Tools.

Exterior Appointments

Two front center and two rear center Bumper Guards with Bar; Cowl Ventilator; Undercoating; Chromed Stainless Steel Wheel Covers; Push-Pull type outside door handles; Outside locks on front doors; Chromed Stainless Steel Wheel Covers.

Optional at Extra Cost

Air Conditioning (except Town & Country Wagon and Convertible Coupe); Rear Center Folding Arm Rest; Power Brakes (standard on Town & Country Wagon); Electric Clock; Gear selector lever on instrument panel (with PowerFlite Transmission); Heavy-Duty Generator; Solex glass; Heater; Removable Rear Kiddie Seat (Town & Country Wagon only); "Music Master" Radio with or without rear seat speaker (Sedan, Newport, Nassau); "Electro-Touch Tuning" Radio with or without foot control; Four-way or Two-way electric front seat adjustment; Full-Time Coaxial Power Steering (with PowerFlite Transmission only); White sidewall and 6-ply tubeless tires; PowerFlite transmission; Wire Wheels (with tube tires); Electric window lifts - doors and quarter windows; Safety Accessory Group (standard on Town & Country Wagon) - Back-up lights; Luggage compartment light, Glove box light, Hand brake flasher, Automatic rear door dome light switch, Safety Cushion dash panel; Custom Accessory Group - Windshield Washer; Custom steering wheel, One outside rear view mirror on left side, Exhaust pipe deflector (except Town & Country Wagon). SunCap Visor (Sedan, Nassau, Newport).

All specifications and prices subject to change without notice.

CHRYSLER DIVISION • DETROIT

