

ACTIVE AS

All Outdoors!



SLOW  
DANGER

De Luxe Eight Sedan, 11015\*

Chrysler

DE LUXE



It's a pulse-quicken-  
ing car . . . this Chrysler  
De Luxe Eight . . . a car for  
folks who like dash and style.

It gets going like a bolt out of the  
blue . . . hits its stride or climbs a  
mountain without a murmur.

It's velvety smooth . . . silent . . .  
effortless. Everything you ask of it  
seems easy.

With all of its power, it's surprisingly  
light on gas . . . with Automatic Over-  
drive†, it gives up to 5 extra miles per  
gallon on country driving.

All of Chrysler's famed features  
of course . . . Floating Power,  
genuine hydraulic brakes,  
Safety-Steel bodies, scien-  
tific weight distribution.



We make the De Luxe Eight in just  
about every body style you ever heard  
of . . . from dashing convertibles to extra-  
sized touring sedans and limousines  
. . . 121 and 133-inch wheelbases.

If you're a little fed up on common-  
place cars, here's one with a flair all  
its own. Best part of it is, the price  
is about half what you'd guess.

Get behind the wheel of a De  
Luxe Eight today. We'll  
wager you won't be able  
to resist its charm.

\$925

☆ DE LUXE EIGHT . . . and up,  
105 and 110 horsepower, 121 and 133-inch  
wheelbase.

☆ CHRYSLER SIX . . . 93 horsepower, 118-inch  
wheelbase, \$760 and up.

☆ AIRFLOW EIGHT . . . 115 horsepower, 123-  
inch wheelbase. All models, \$1345.

☆ AIRFLOW IMPERIAL . . . 130 horsepower, 128-inch  
wheelbase. All models, \$1475.

☆ AIRFLOW CUSTOM IMPERIAL . . . 130 horsepower, 137-  
inch wheelbase, \$2475 and up.

†Standard on Airflow Imperial. Available on all 1936  
Chryslers at slight additional cost.

\*All prices list at factory, Detroit; special equipment extra.  
**6% Time Payment Plan . . .** Ask for the Official  
Chrysler Motors-Commercial Credit Company 6% Time  
Payment plan. Available through all Chrysler Dealers. You  
pay for credit accommodation only 1/2 of 1% per month on  
your original unpaid balance. To arrive at your original  
unpaid balance—1. Add cost of insurance to cost of car.  
2. Deduct down payment (cash or trade-in). Result—original  
unpaid balance. No other charges. In some states a small  
legal documentary fee is required.

**Chrysler's on the Air! . . . Big Star Program**  
. . . Every Thursday, 8 P. M., E. S. T. . . .  
Columbia Network. You're invited to listen.

IT PAYS TO BUY A FINE CAR