





AIRFLOW DESIGN . . . Scientific . . . Beautiful!

BEAUTY born in a wind tunnel! Airflow lines that lead in fresh, new styling, just as they lead in aerodynamic efficiency! That's the beauty you admire in the beautiful Chrysler . . . beauty that presents the best features of Chrysler's magnificent Thunderbolt, which was custom-built to demonstrate the trend in new Airflow design.

To cleave the air with the least disturbance or wind resistance, is the first law of the Airflow principle. Right adherence to that law has given the Beautiful New Chrysler its originality as well as its efficiency . . . created effective new patterns for artists and engineers alike.

Note the beauty of the front-end modeling . . . how completely the Airflow principle has been carried out . . . in the easy curves . . . the smooth slopes . . . the absence of projecting headlights and other accessories.

BEAUTIFUL ANSWER TO YOUR MOTORING NEEDS



Fluid Driving reaches the zenith of enjoyment in the beautiful new Chrysler. With over two billions of miles of owner driving behind it . . . with over three years of factory experience and development to make it perfect . . . Fluid Drive now brings its smoothness and ease to the finest Chryslers ever produced.

The new bodies are the last word in Airflow beauty. A five-barred glistening grille forms a substantial base for the front end design, these bars continuing around the fenders and being repeated on the rear fenders. Headlamps are integral with the front fenders and new prismatic parking lights are incorporated into the grille.

Running boards are built-in, gracefully concealed by the flared body and doors. These concealed running boards hold the carpet in place, make cleaning easy and prevent stumbling or tripping because they are flush with the floor.



The rear end shows the same type of graceful Airflow modeling. All curves are smooth and beautiful and all accessories are part of the design. For example, the license bracket holds the license plate practically flush with the center of the luggage locker lid and conceals all attaching bolts and nuts. Stop light is in the center, with the words "Fluid Drive" on the bracket. Turn indicators, stop lights and decorative bars complete the design.

Bumpers are stronger and wider, designed to protect the car from other bumpers mounted at varying





heights. The front construction incorporates a unique air scoop to bring an extra supply of air to the radiator.

The interiors are masterpieces of refinement and beauty. There's a new plastic instrument panel, with a handsome new radio grille, under which are grouped the controls for ignition, cigar lighter, fan, heater, throttle and lights.

The instrument panel has a new system of "edge" lighting and the safety signal speedometer has very legible airplane style numerals which glow in warning colors at night.

The steering wheel is in the same plastic you choose for the instrument panel and door panels. It has only two spokes for safe visibility, and a full-circle horn ring for added convenience and safety.

Again, you can have your Chrysler tailored to your taste. And you'll find this year an even finer choice of colors and materials, including some handsome new novelty fabrics.

Luxurious comfort on any road and on all-day drives . . . great wide Airfoam cushions . . . lots of lounging room for all passengers. Scientific weight distribution, airplane

type shock absorbers, chassis springs of Chrysler's own Amola steel, an improved type of hydraulic sway eliminator.

New Spitfire engines, Chrysler's greatest triumph in power and efficiency. A new manifold system, lower exhaust pressure



and other advanced engineering features give these new Spitfires a big increase

in both power and economy.

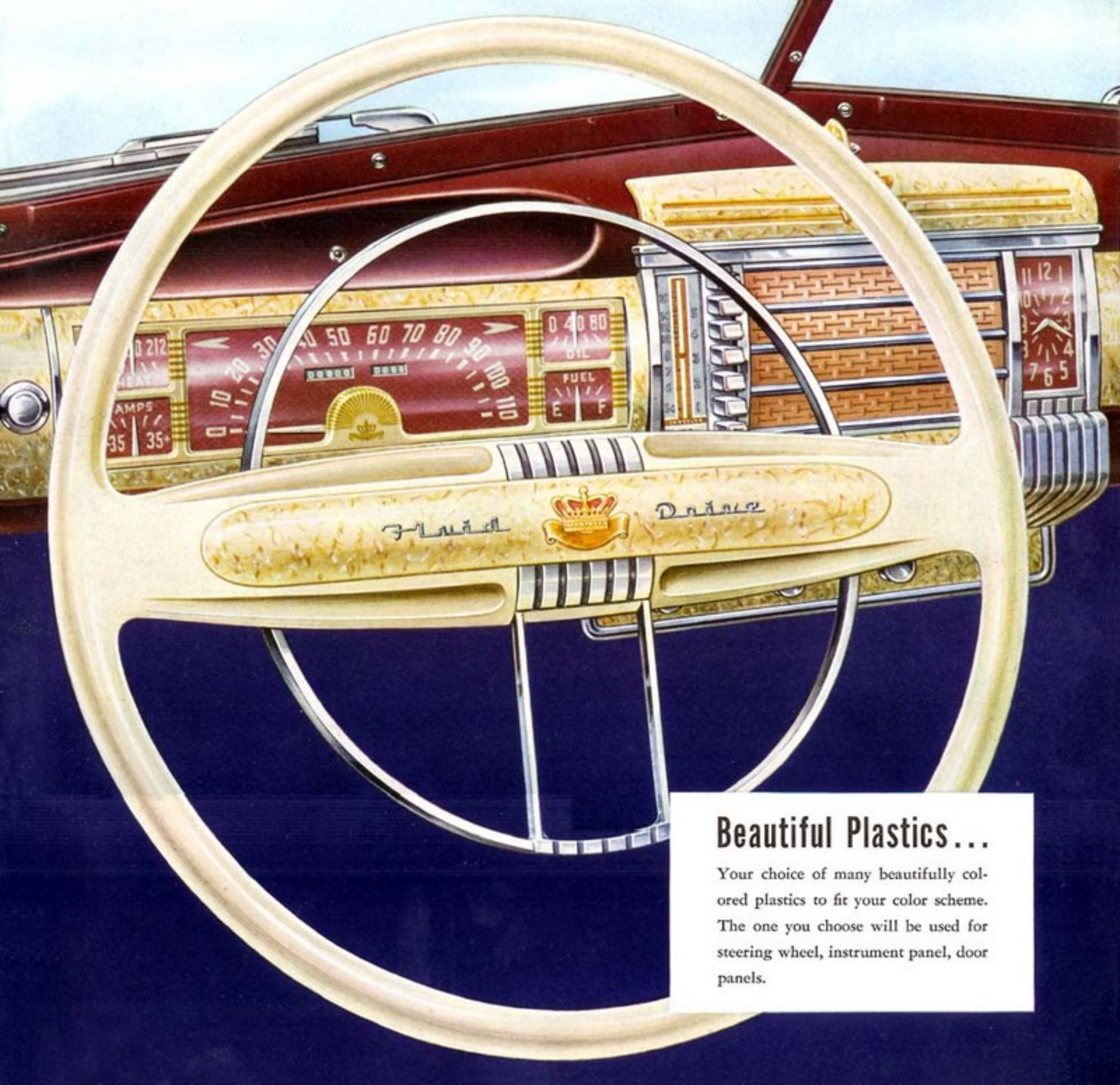
The beautiful new Chrysler has amazing performance . . . alive with Spitfire power . . . smooth with improved Fluid Drive and Vacamatic transmission. It is built to give years of excellent service and, because of its advanced engineering, is the most efficient Chrysler ever built. In every respect of beauty, comfort and action, it's a beautiful answer to your motoring needs.





Roomy, Smart

Here's a typical interior, showing the extra head and leg room of the beautiful Chrysler . . . the divan-like proportions of the seats . . . the custom-tailored smartness in every detail.



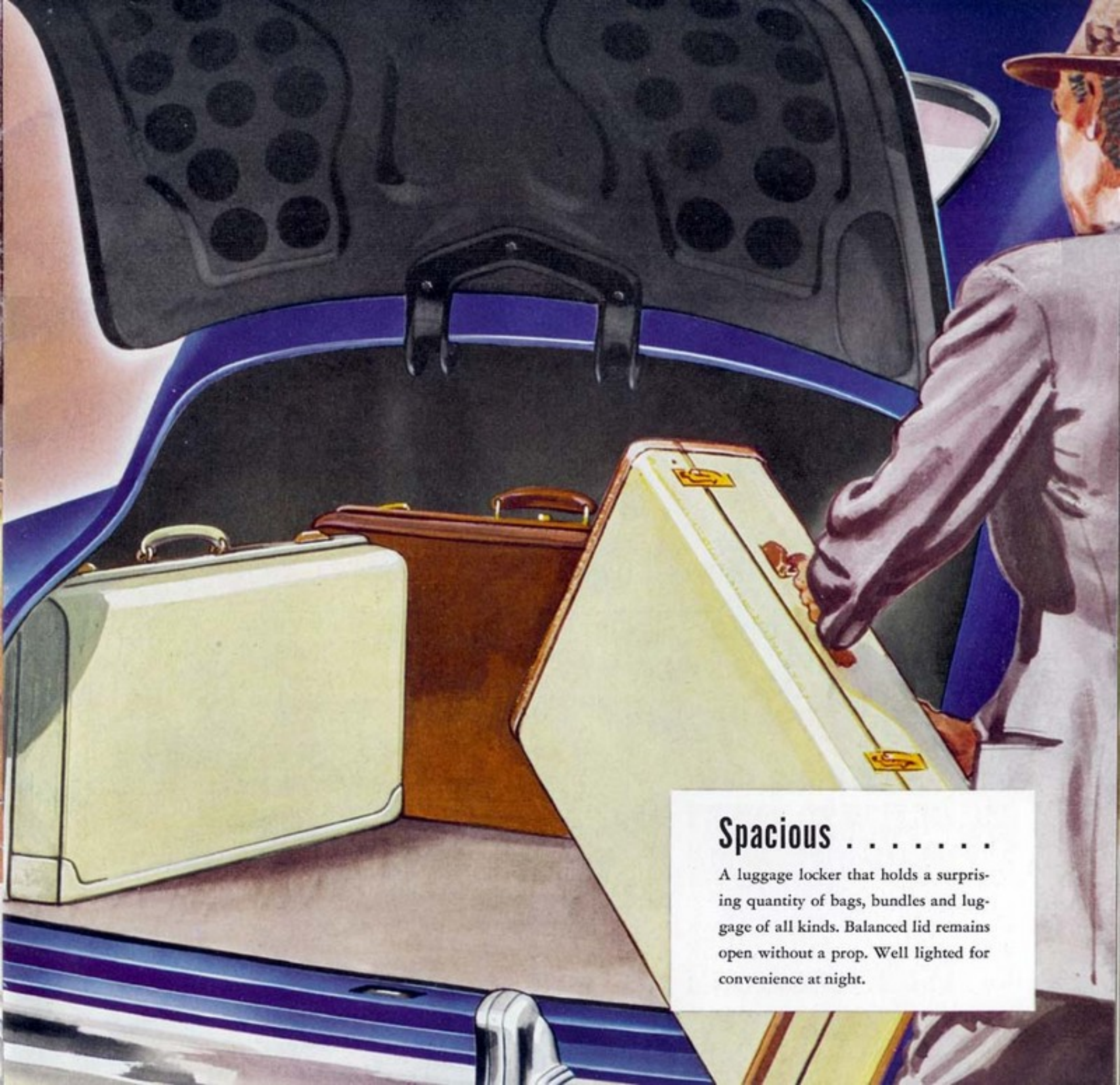
Beautiful Plastics...

Your choice of many beautifully colored plastics to fit your color scheme. The one you choose will be used for steering wheel, instrument panel, door panels.



As you like it!

You choose your Chrysler color scheme, inside and out, to suit your own individual taste . . . the colors you want . . . the fabrics or leathers or plastics you most admire.



Spacious

A luggage locker that holds a surprising quantity of bags, bundles and luggage of all kinds. Balanced lid remains open without a prop. Well lighted for convenience at night.



THE BEAUTIFUL CHRYSLER SEDANS big powerful luxurious family cars

Striking as the Chrysler Thunderbolt, which has thrilled over 5,000,000 people throughout America! These beautiful Sedans demonstrate anew the infinite style possibilities of Chrysler's Airflow principle of aerodynamics . . . fresh beauty growing out of scientific

efficiency! Four-door Sedans, Town Sedans and two-door Broughams, covering a wide range of service, are available in the Royal, Windsor, Saratoga and New Yorker lines. Tailored to your taste, with a wide range of choice of colors in baked plastic enamel.



Trim, Beautiful

Everything blends in Chrysler's rear end design. Emblem, locker handle, tail lights, turn indicators . . . even the license plate . . . all hug the Airflow curves.

A close-up photograph of a classic car's front end. The car is painted a vibrant, glossy red. The focus is on the front grille, which consists of several horizontal chrome bars. A single round headlight with a chrome bezel and a grid-patterned lens is visible on the right side. The car's hood is visible at the top, showing a smooth, curved surface. The lighting is dramatic, highlighting the metallic textures and the deep red color.

Airflow Grace

Airflow beauty . . . in the glistening grille . . . the flush headlamps . . . the parking lights nested in the grille . . . the easy slope of Chrysler's new alligator hood.



THE CLUB COUPE ideal personal car trim and smart room for six

Your passengers may be one or six, and you have room for all, if you drive a Chrysler Club Coupe. Outside, it's the latest swank in coupes. Inside, it's a big six-passenger car, with two great seats . . . ample leg and

shoulder room . . . solid comfort for everybody. This tailored-to-taste beauty is available in New Yorker, Saratoga, Windsor and Royal types. More and more people are choosing the Club Coupe as the ideal personal car.

FLUID DRIVE!

a masterpiece of Chrysler Engineering!

To Chrysler engineers belongs the credit of giving American motorists their first Fluid Drive . . . of entirely relieving motorists from the necessity of shifting gears in normal driving.

"Why shift gears?" is now the slogan of tens of thousands of enthusiastic Chrysler owners, who have proved Fluid Drive in more than two billions of miles of driving during the past three years.

Fluid Drive is the smoothest drive ever put in a motor car. It can't jerk nor clash, because the power is transmitted through oil, instead of rigid metal connections.

There are just two moving parts . . . two fan-like wheels. The first wheel turns the second by

forcing a column of oil against it, fast or slow, as governed by the driver through his control of engine speed.

With Fluid Drive you can go through heavy traffic without work or jerk . . . drive all day and never shift a gear. Motoring fatigue is virtually eliminated.

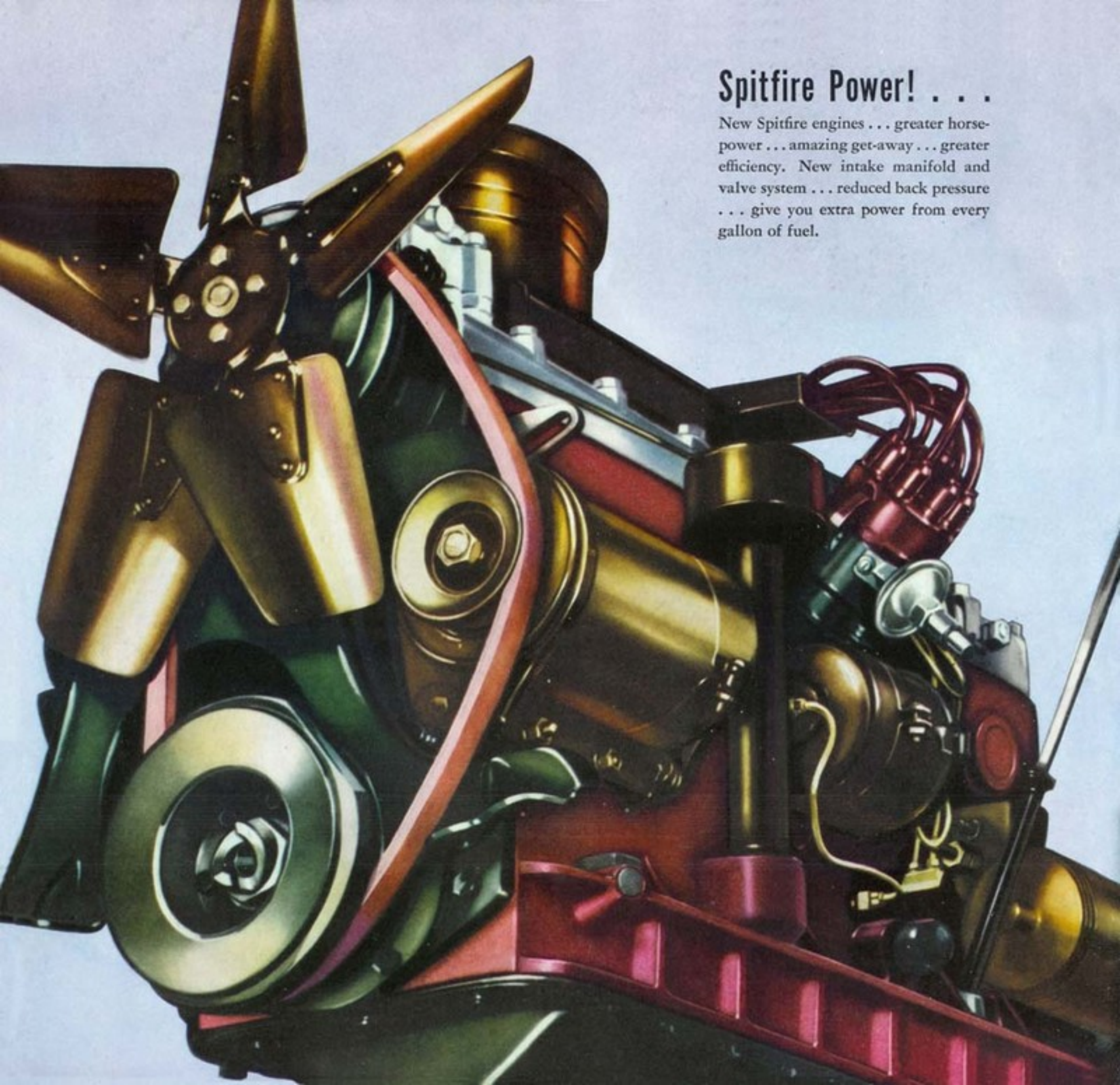
Fluid Drive combines with Vacamatic transmission and Spitfire engine to give you ideal driving . . . automatic shifting when you want it . . . and *only* when you say so. You gain the height of motoring pleasure, with no sacrifice of safety or control.





Spitfire Power! . . .

New Spitfire engines . . . greater horsepower . . . amazing get-away . . . greater efficiency. New intake manifold and valve system . . . reduced back pressure . . . give you extra power from every gallon of fuel.





4-DOOR SEDAN



2-DOOR LUXURY BROUGHAM



3-PASSENGER COUPE



TOWN SEDAN



CLUB COUPE



CONVERTIBLE CLUB COUPE



4-DOOR SEDAN



2-DOOR LUXURY BROUGHAM



3-PASSENGER COUPE



TOWN SEDAN



CLUB COUPE



CONVERTIBLE CLUB COUPE

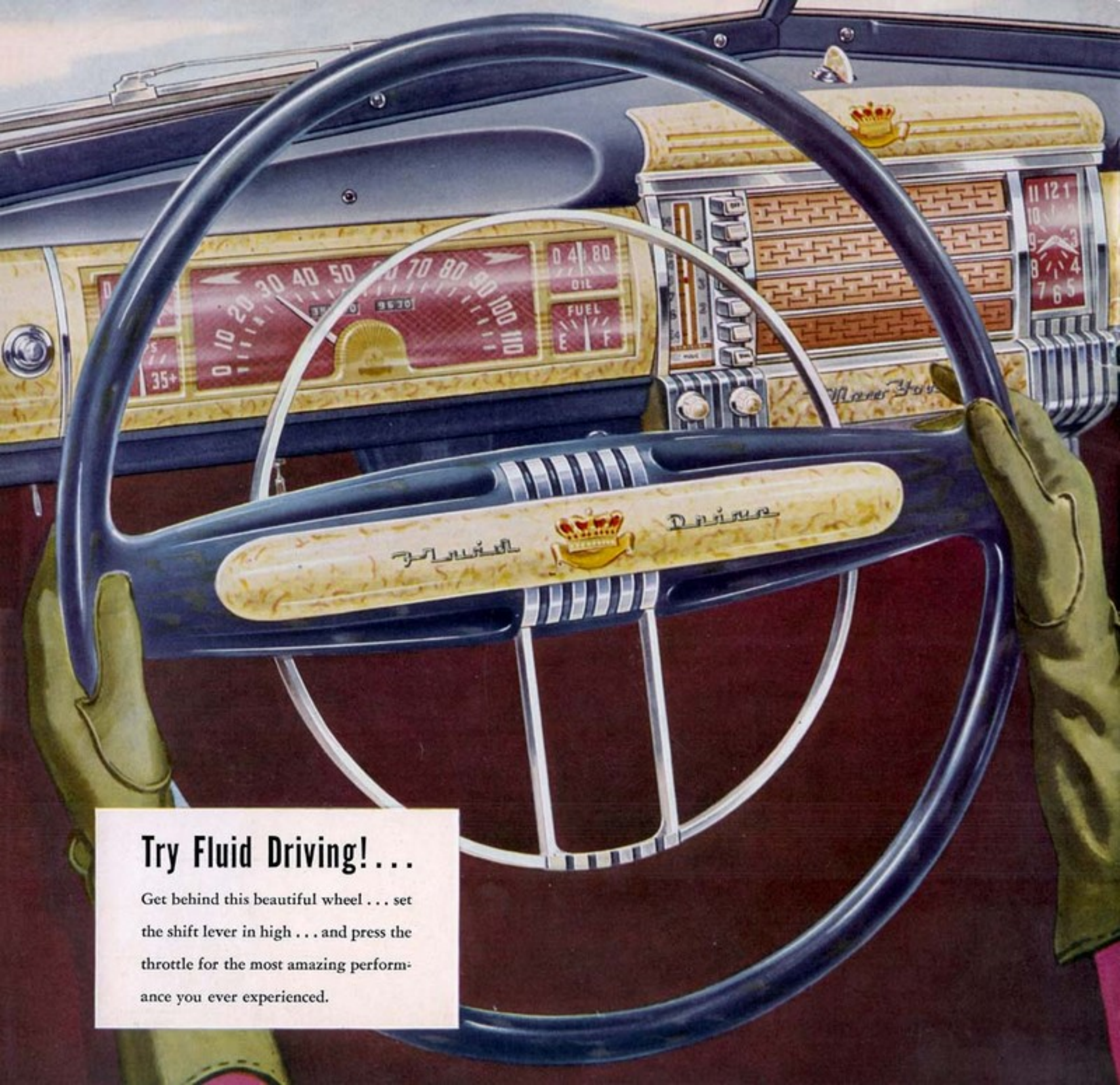


8-PASSENGER SEDAN

The
SARATOGA
AND
NEW YORKER
LINE

The
ROYAL
AND
WINDSOR
LINE

SPECIAL NOTICE—The manufacturer reserves the right to revise, change or modify the construction of Chrysler motor vehicles or any part thereof as he may see fit without incurring any obligation to install same on motor vehicles previously purchased. Prices subject to change without notice.



Try Fluid Driving! . . .

Get behind this beautiful wheel . . . set the shift lever in high . . . and press the throttle for the most amazing performance you ever experienced.