

The Beautiful Chrysler





"Temptation" . . .

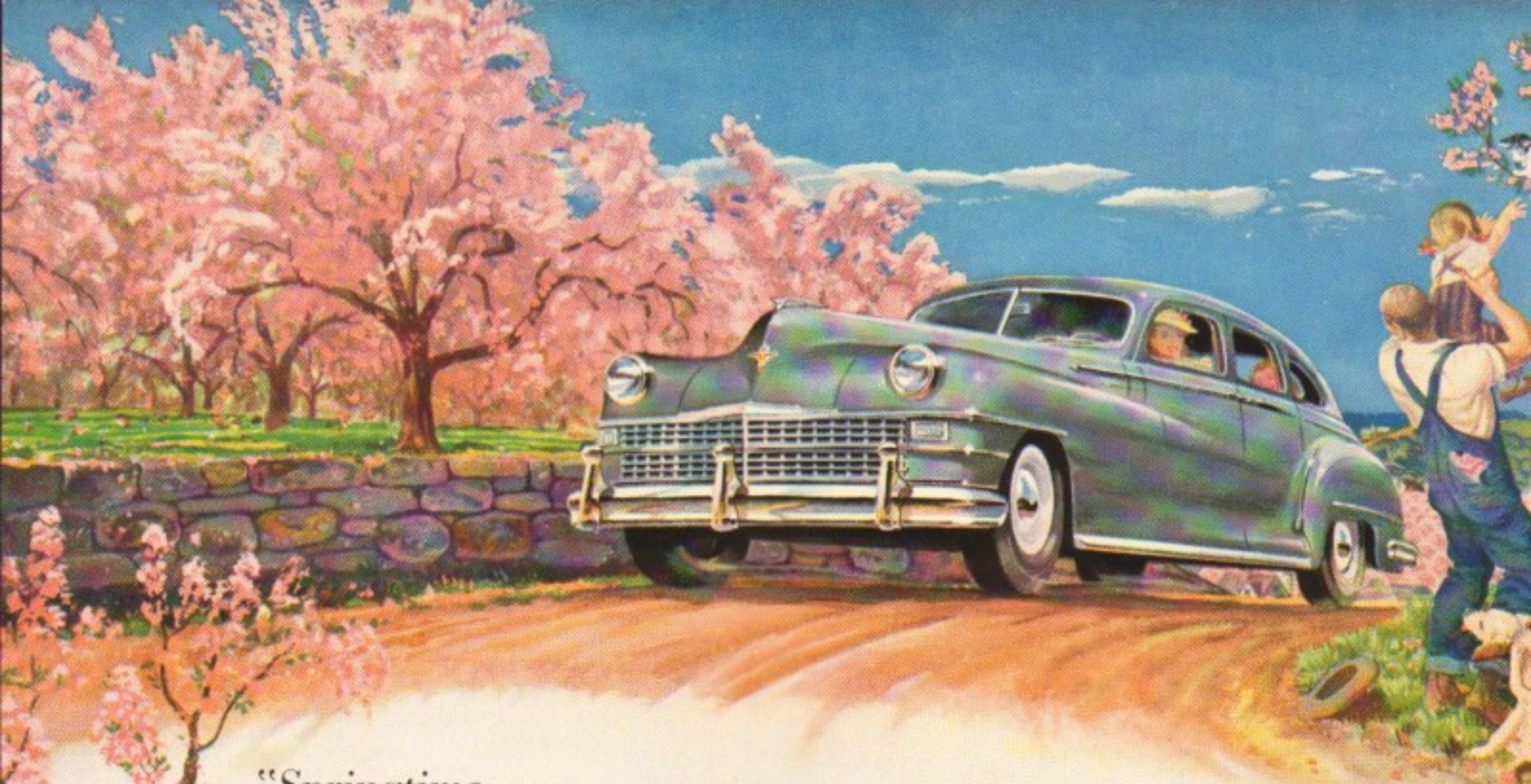
Once you step inside, there's no turning back. Once your eye takes in the luxurious detail of this Chrysler . . . no other car will do for you.

For in creating beauty and comfort, Chrysler ingenuity matches the engineering that pioneered Fluid Drive—Superfinish—and all the other advances that make the Chrysler a marvel to ride in and drive.



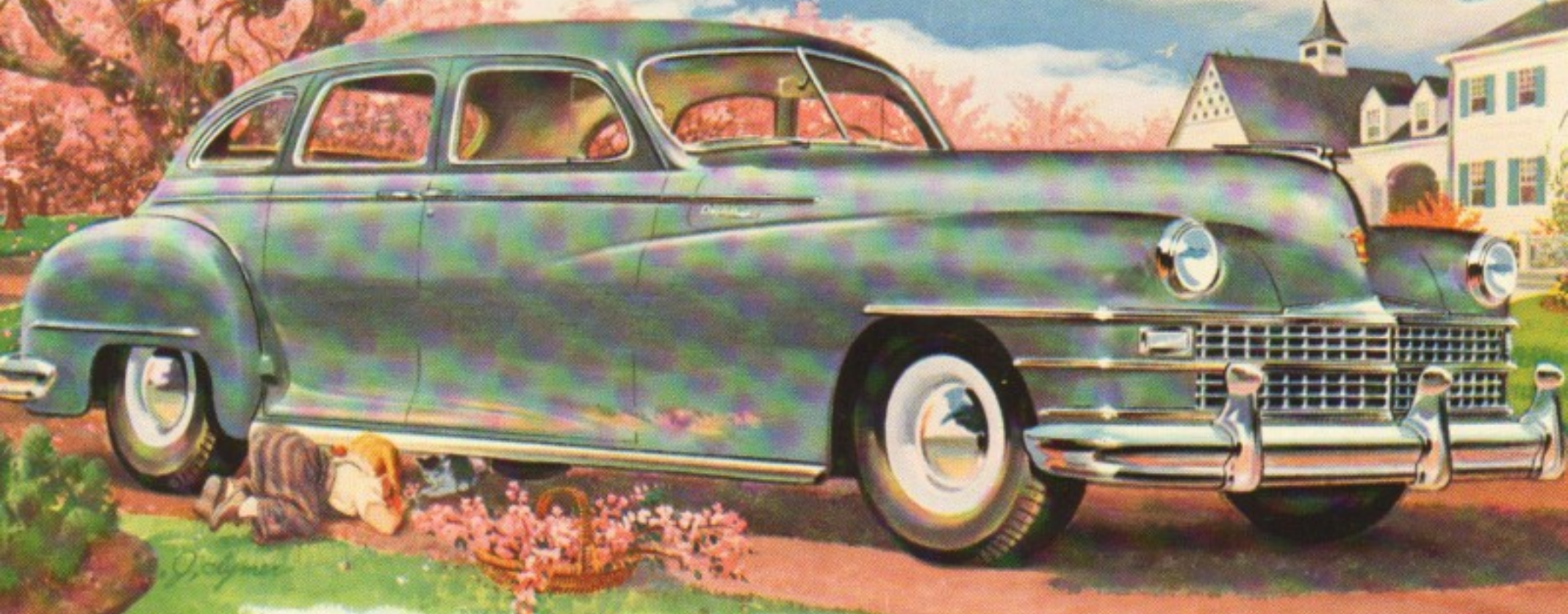
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WITH HYDRAULICALLY
OPERATED TRANSMISSION



"Springtime . . . Easter . . . apple blossom time . . . yes, we know exactly how you feel.

Time to take the wheel of your car and just go places. And no car but the beautiful Chrysler can deliver quite so much to make driving a real pleasure. Nowhere else can you match Fluid Drive . . . Superfinish . . . all the other Chrysler engineering firsts—so imaginative, so different, so outstanding."

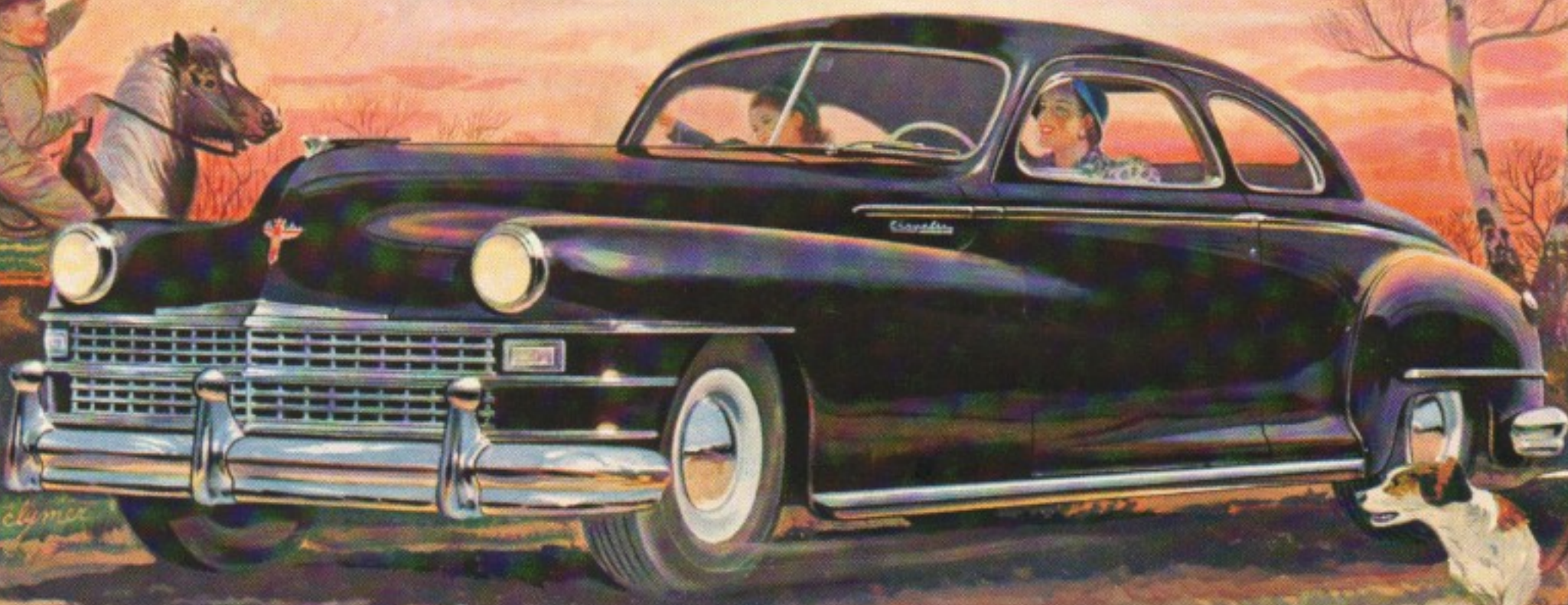


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WITH HYDRAULICALLY
OPERATED TRANSMISSION
AND gýrol FLUID DRIVE



Whoa! When everything depends on a split-second stop, you'll be glad of the extra braking power built into your new Chrysler. A mere touch on the brake pedal brings the big car to a stop that's silky-smooth and a match for the silky-smooth go of this remarkable new Chrysler. Another example of the advanced and imaginative engineering that makes a Chrysler so satisfying to own!



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