



THE MIGHTY CHRYSLER

makes driving exciting all over again!

Step up to the Mighty Chrysler. Walk around it — let your fingers follow its clean and lustrous lines. Here, you sense, is a car that almost demands to be driven.

Ease behind the wheel. Lounge and feel the deep pile carpeting underfoot. Survey the eye-catching world about you. Could any throne be more commanding?

Alert the engine and feel, ever so faintly, this Mighty Chrysler bridle for action.

Push a button and head for the open road. Never have you dominated motion, space and time so completely! As you glide over rough spots and straighten the tightest curves you give a silent salute to Chrysler's Torsion-Aire Ride.

Let Chrysler prove its power. Touch the accelerator and surge ahead. TorqueFlite transmission reacts instantly, effortlessly.

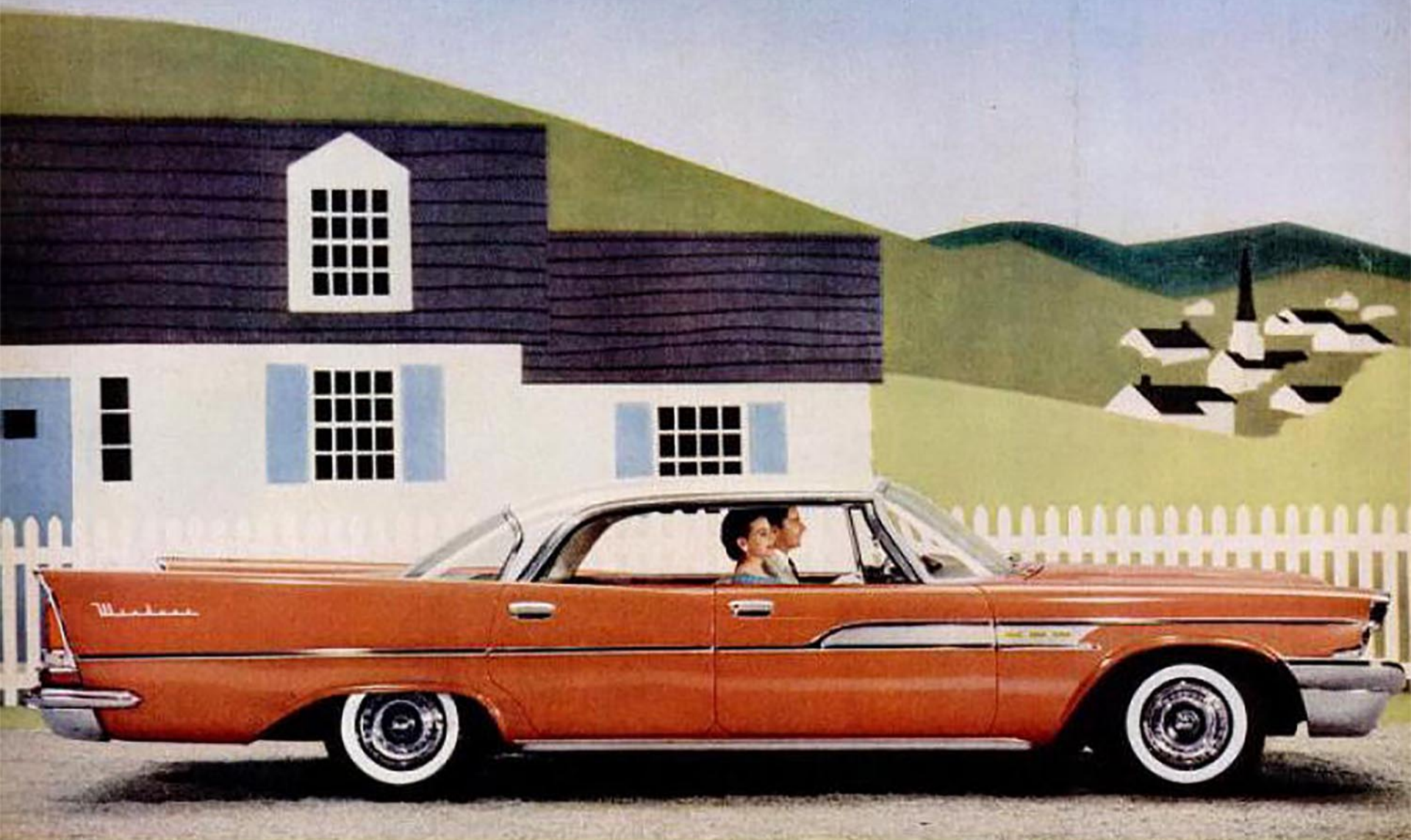
Nudge the brake and come to a restful, water-level stop. Cat's-paw-sure Total-Contact Brakes make even stopping a new adventure!

Now, explore an exciting new frontier as distances dwindle beneath you. Set the Chrysler Auto-Pilot. It patrols your speed — gently warns you if you go too fast. Push the Auto-Pilot button and cruise accelerator-free. Here, at last, is the unfettered movement you've always wanted!

See your Chrysler dealer soon. You'll find that a Mighty Chrysler is as easy to own as it is to drive.

MIGHTY CHRYSLER

... styled to excite—engineered to endure—priced to please



Above, the new Windsor Dartline—it's all Chrysler and you'll like the price.

Find new excitement in the carefree Chrysler!

You sense a new excitement the moment you see the Mighty Chrysler. But this is only a promise of more to come. For, beneath its clean styling attraction there's a world of action awaiting.

Turn the key. The hushed and husky engine leaps to life. Push a button and suddenly Chrysler switches from a standing-still style leader to a matchless-in-motion champion.

As it glides over rough spots—takes the swerve out of the snakiest curve—you discover why Chrysler pioneered Torsion-Aire suspension. No, the road isn't paved with velvet. You're driving a Chrysler!

Rangy and road-wise, Chrysler instantly and effortlessly responds to the touch of your toe. Now you know what TorqueFlite transmission adds to your driving—an untapped source of safety power that's yours when you need it.

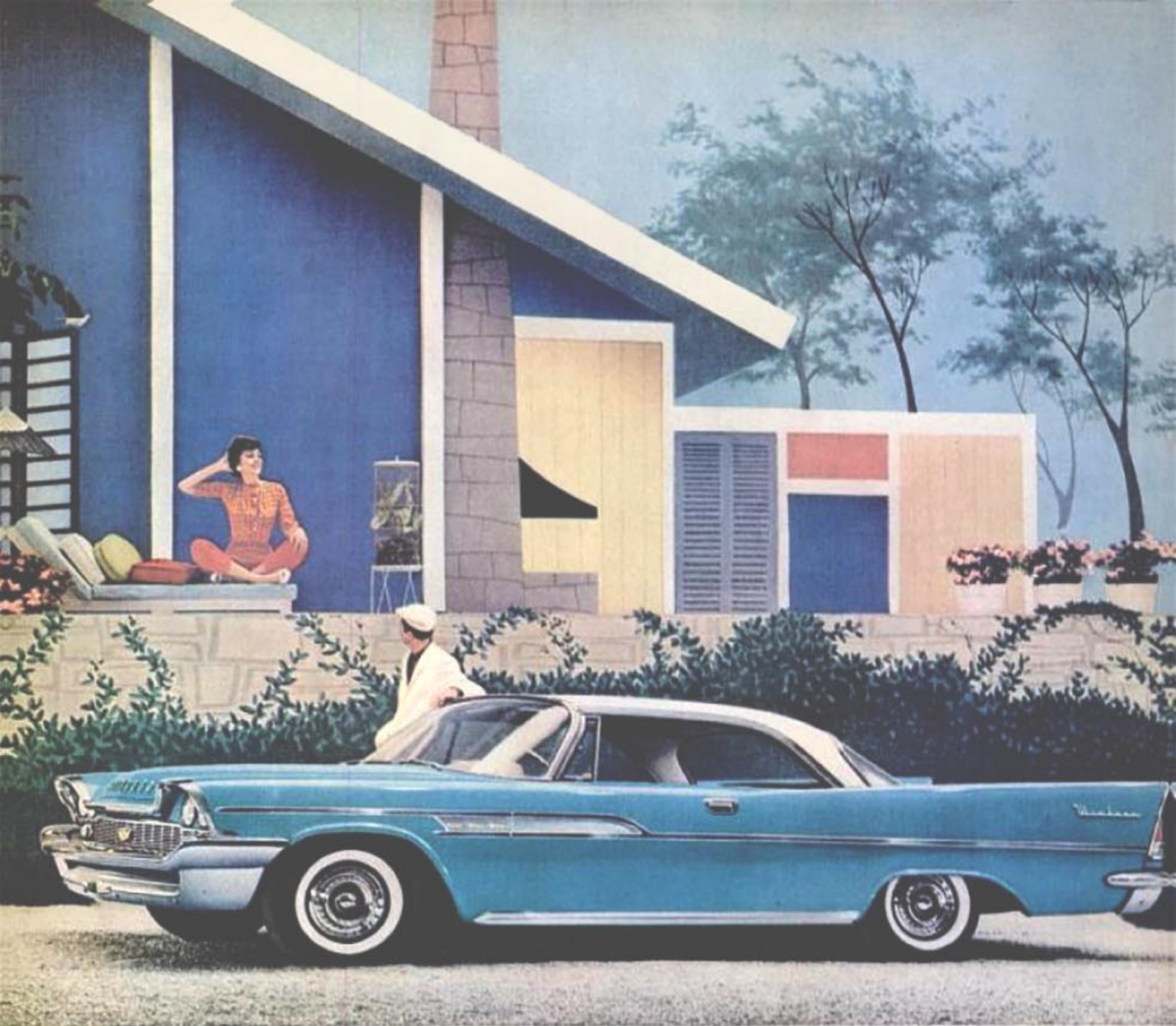
Stop . . . and you'll find that front-end dip is a thing of the past. And Chrysler's exclusive Total-Contact Brakes give you the road-long reassurance that you can stop on a dime every time.

Step up—step out in a Chrysler soon. Your Chrysler dealer will arrange a demonstration drive whenever you're ready to leave the past behind.



The amazing AUTO-PILOT is another exclusive Chrysler feature. This remarkable engineering device patrols your speed—warns when you go too fast—lets you cruise "accelerator-free"—saves gas. Now available on all Chryslers and Imperials.

MIGHTY CHRYSLER...styled to excite-engineered to endure-priced to please



MIDSEASON SENSATION . . . NEW WINDSOR DARTLINE

It's all Chrysler and you'll like the price!

You want to just stand back and drink in this brilliant new Chrysler with its glistening new chromework and sparkling new colors.

But the real excitement comes when you get in and get going. The moment your hands touch the wheel you sense that this car wasn't made to sit still. You touch a button and in seconds you're effortlessly out on the open road.

As it irons out the rough spots, you know why Chrysler pioneered Torsion-Aire Ride. Under your foot you feel a reservoir of power, thanks to Chrysler's TorqueFlite transmission.

The stopping power of its sure-footed Total-Contact Brakes is more than a match for Chrysler's incredible go power. Styled for attraction, engineered for action—this Chrysler is *all* car. It's a car you drive because you want to, not just because you have to.

And it's never been so easy to step up to Chrysler. You can own the magnificent new Chrysler Windsor *Dartline* for only a few dollars a month more than most small cars!

See it—price it—at your Chrysler dealer today. Chrysler's a thrill you shouldn't miss.

EXTRA!

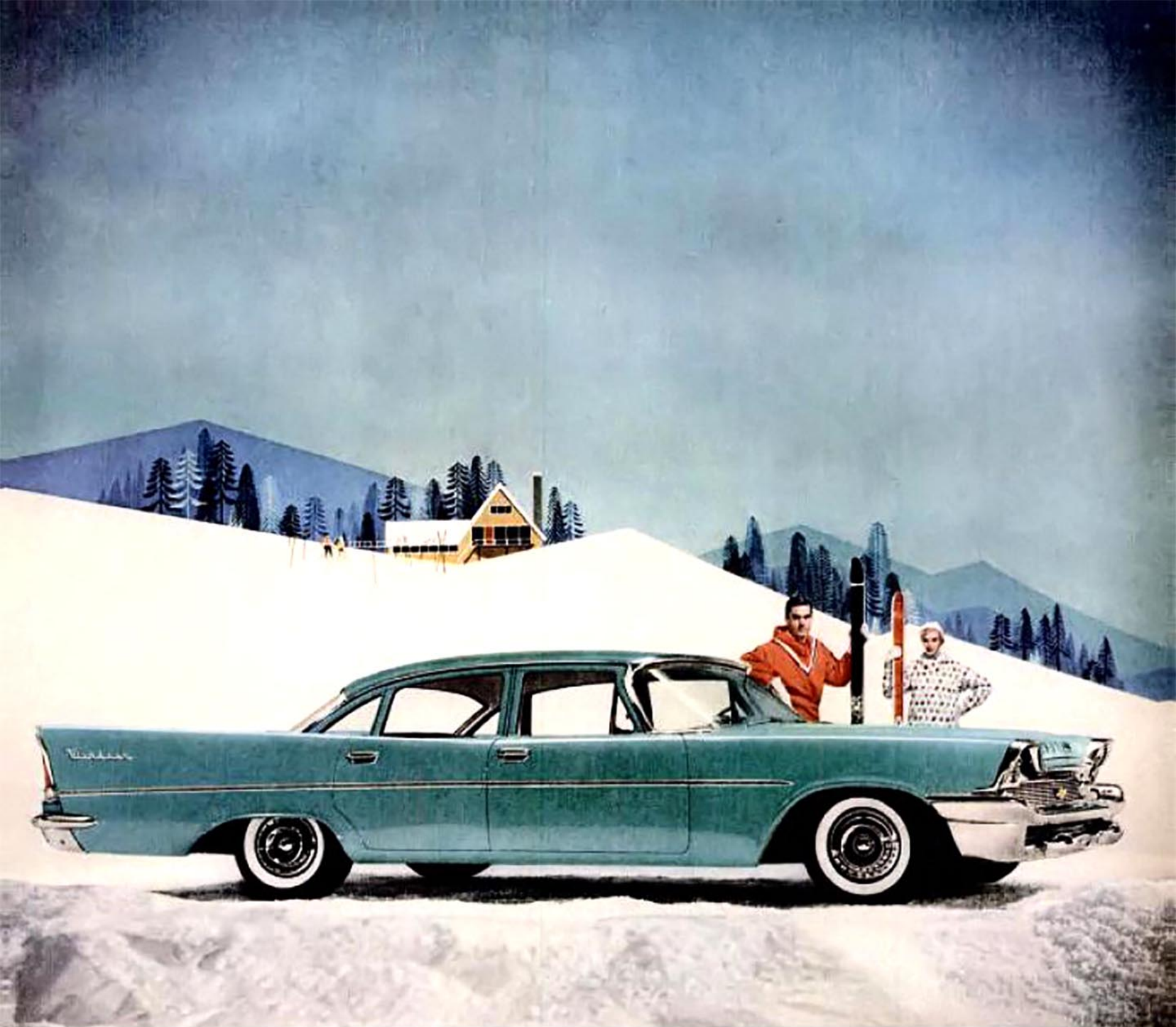
AMAZING NEW

auto-pilot

A Chrysler Engineering Exclusive that patrols your speed . . . conserves gas . . . lets you cruise accelerator-free.



SEE AND DRIVE **THE MIGHTY CHRYSLER DARTLINE**



CHRYSLER WINDSOR 4-DOOR SEDAN IN AZTEC TURQUOISE AND SPRUCE METALLIC

This year...you can easily afford a Chrysler!

NOW ONLY A FEW DOLLARS MORE PER MONTH THAN A SMALL CAR...THIS BIG NEW CHRYSLER WINDSOR IS NOW YOURS FOR LESS MONEY THAN LAST YEAR'S MODEL WITH SIMILAR EQUIPMENT!

After the down payment, the difference between a smaller, less-luxurious car and a big, new Mighty Chrysler Windsor now is only a few dollars a month!

And just imagine all the luxury features you enjoy—at no extra cost—in this Mighty Chrysler! New Torsion-Aire Ride! New four-beam dual headlights! New Foam Rubber cushioning! New electric windshield wipers! New Total-Contact Brakes! New Compound-Curved Windshields! Safety Glass all around!

Consider, too, the pride of owning this sleek and handsome new Chrysler—the car that's

years ahead of all others in design and performance. And it's now ahead of almost every other car in resale value, too!

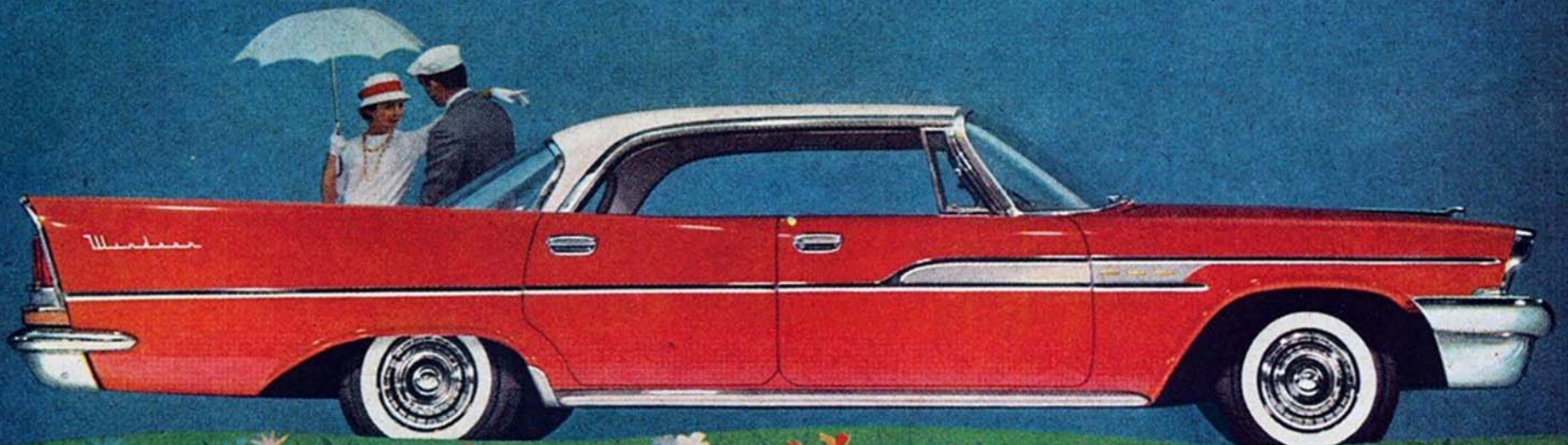
What's more, this is the only car that offers you all these advanced optional features: New Auto-Pilot for highway speed control... New Slip-proof Sure-Grip Differential for ice and snow traction... New Pushbutton Controls... New TorqueFlite transmission... New Constant-Control Power Steering!

So this year, when it's so easy to afford a Mighty Chrysler—why be satisfied with anything less? See your Chrysler Dealer—and drive home a new Chrysler Windsor!

THE
MIGHTY
CHRYSLER

GLAMOUR CAR OF
THE FORWARD LOOK

ANNOUNCING THE NEW 1958 CHRYSLER WINDSOR *DARTLINE*



see and price this brilliant new spring series by Chrysler!

Chrysler's flashing new Dartline series is yours at Chrysler Windsor's low price. Smart new styling with distinctive side and rear chrome treatments, new front-end design.

Spring-time bright, the Dartline's new colors will delight your eye! Exciting Fireglow and Frosty Tan—all-new super-metallic Chrysler colors—plus brilliant Bimini Blue. Yet the Dartline costs little more than most small cars.

And you'll enjoy performance as flashing as the Dartline's beauty. For this car is all Chrysler—with the expert engineering that has won many Mobilgas Economy Championships.

Exclusive Torsion-Aire Ride gives extra comfort. New Total-Contact Brakes give an extra measure of safety. Only Chrysler gives the long-lasting, trouble-free performance you want in your car. See it—price it—drive it this week.



EXTRA!

Now available on all
Chryslers and Imperials!

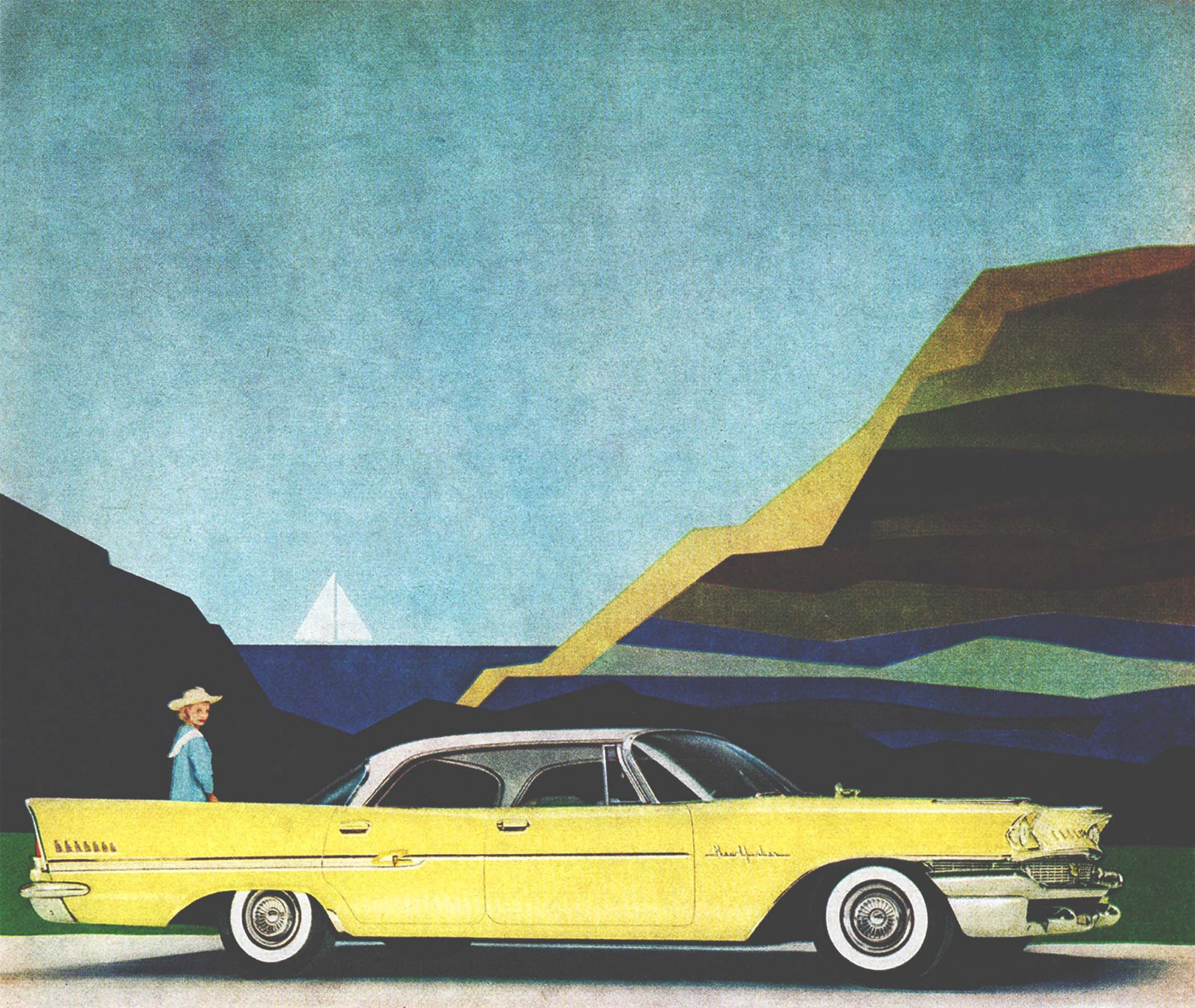


AMAZING NEW **auto-pilot**

... the remarkable new device that patrols your speed—warns you when you go too fast—lets you cruise "accelerator-free"—saves gas.

ANOTHER CHRYSLER ENGINEERING EXCLUSIVE

WINDSOR *DARTLINE* ...IT'S ALL CHRYSLER AND YOU'LL LIKE THE PRICE



MIGHTY CHRYSLER NEW YORKER 4-DOOR HARDTOP

Enjoy Chrysler's bold new look of success!

Thousands are hailing the success of Chrysler's new Flight-Sweep styling . . . the brilliance of Chrysler's forward-thinking engineering!

In every way you can judge an automobile today, The Mighty Chrysler is literally beyond compare. Its almost unbelievable roadability, comfort and restfulness are years ahead of contemporary engineering. See the glamorous Chrysler New Yorker at your Chrysler Dealer's, also the Chrysler Saratoga, and the all-new Chrysler Windsor—now in a lower-priced field!

TREMENDOUS—Four-beam dual headlighting!

SERENE—New Torsion-Aire Ride!

EFFORTLESS—New Constant-Control power steering!

CONVENIENT—New Pushbutton TorqueFlite!

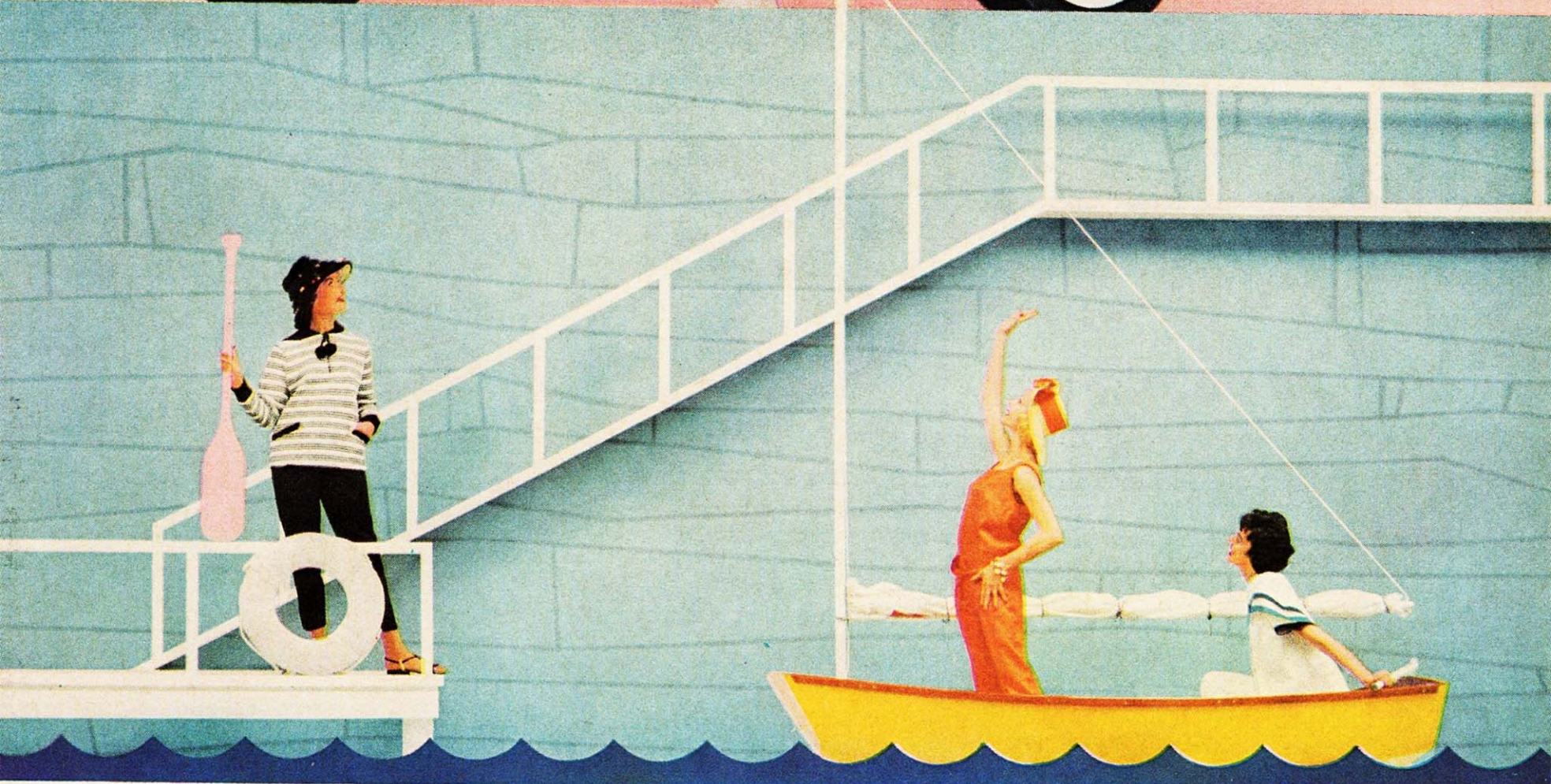
SUPERSCENIC—New Compound-Curved windshields!

EXCLUSIVE—New Auto-Pilot!*

*Optional at extra cost.

THE
MIGHTY
CHRYSLER

GLAMOUR CAR OF
THE FORWARD LOOK



THE MIGHTY CHRYSLER SARATOGA 2-DOOR HARDTOP. SPORTSWEAR BY SAKS FIFTH AVE.

The Man who owns it owns more!

EVERYWHERE TODAY . . . THOUSANDS OF MOTORISTS ARE DISCOVERING THAT IN THE THINGS THEY MOST WANT IN A CAR—LUXURY, COMFORT AND PERFORMANCE—THE MIGHTY CHRYSLER GIVES THEM MORE!

Today, there's no question about it — the man who owns the Mighty Chrysler owns *more* of the good things in motoring.

And *you* could, too.

You, too, could enjoy the deep, personal pleasure of being far out front in styling and design.

You, too, could experience the greatest comforts and luxuries any car can offer — and all at no extra cost! The restfulness of Torsion-Aire Ride . . . the modern ease of Pushbutton TorqueFlite driving

. . . the effortlessness of full-time Power Steering . . . the safety of Total-Contact Brakes . . . the security of four-beam dual headlighting.

You, too, could enjoy all the "extra bonuses" this Mighty Chrysler gives you. Its fuel economy won its class in the Mobilgas Economy Run.

Discover all this tomorrow at your Chrysler dealer's. See the all-new Chrysler Windsor, now in a lower-priced field . . . fabulous new Chrysler Saratoga . . . the glamorous new Chrysler New Yorker!

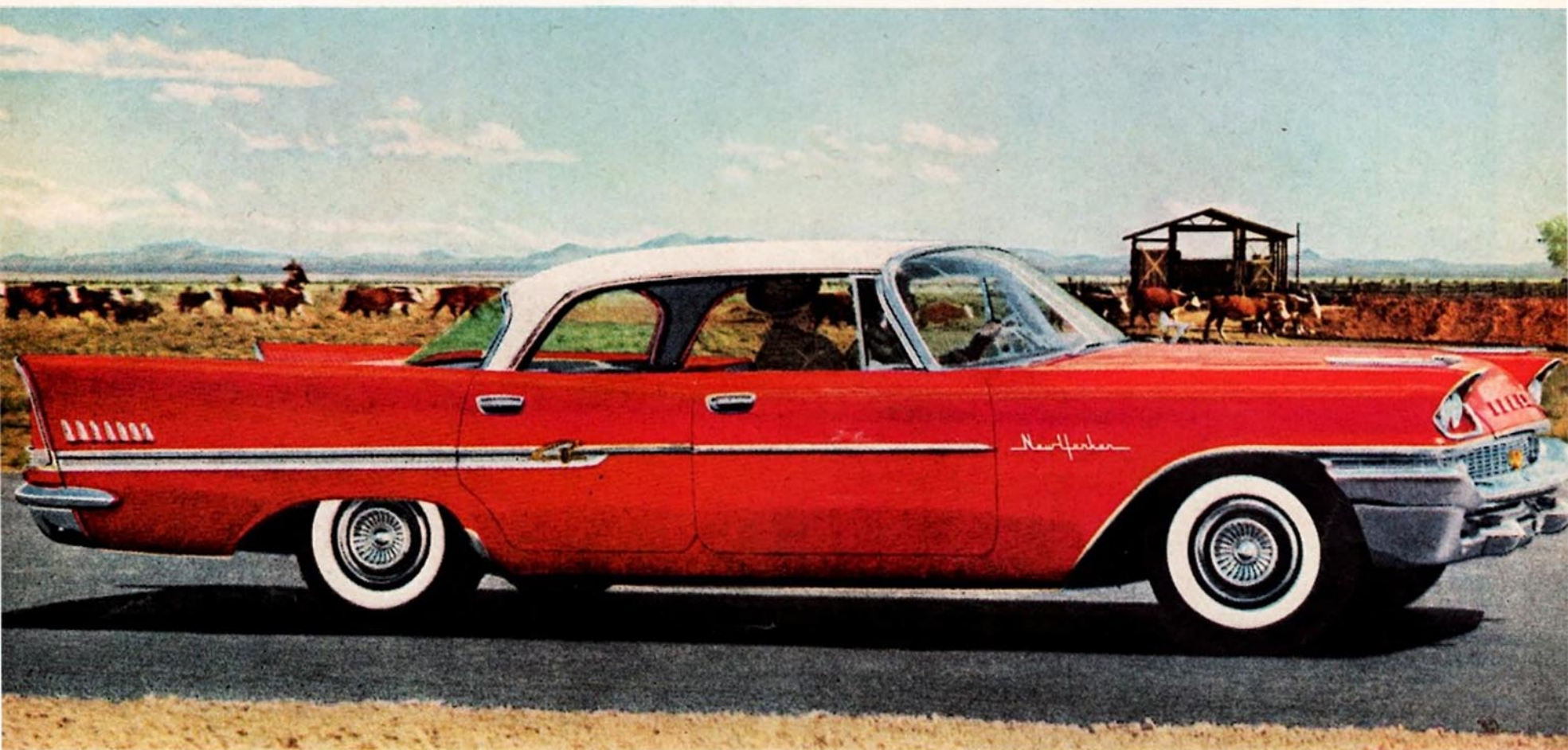
**THE
MIGHTY
CHRYSLER**

**GLAMOUR CAR OF
THE FORWARD LOOK**



THE MIGHTY CHRYSLER

makes driving exciting all over again!



The silent idle of the engine belies its brawny strength. Push a button and your Chrysler springs from a stylish standstill to a masterpiece in motion.

Thread through town traffic and thrill to the instant response of Chrysler's TorqueFlite transmission. Take to back roads and feel Chrysler's unique Torsion-Aire ride baby you all the way.

Set Chrysler's exclusive Auto-Pilot and you're warned if you go too fast. Push the Auto-Pilot button and you cruise *accelerator-free*. Your speed is held automatically 'til you touch the brake!

Suddenly your cares are somewhere else. You're no longer impatient to get where you're going. Just going, itself, is excitement enough when you're at the wheel of a Chrysler.

Get behind the wheel yourself, at your Chrysler dealer's. And get the facts about how you can own a Mighty Chrysler for only a few dollars a month more than most small cars!

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