



CHRYSLER '62 / features the new full-size 300 -a high performance sports series in a popular price range!

The new Chrysler 300's pedigree runs seven champions deep! From the first of the 300's (built in '55) to last year's proud G! Chrysler's new full-size sports series is built for men who take their excitement straight! Three fired-up models! With prices that start only a few hundred dollars more than Newport, the full-size price surprise.

Remarkable automobiles! With such a wide selection of options you can almost design your own 300! Like deep leather contour seats? Power steering? A V-8 engine with the kick of 380 horses? You can choose any of these with your 300! Standard equipment includes *torsion-bar suspension*, still rated best for smooth ride and handling by the experts . . . all-welded, rattle-repellent *Unibody* . . . battery-saving alternator and the biggest brakes in its class. Treat yourself to all the free thrills of a 300 sports ride. At your Chrysler dealer's today!

NEWPORT ■ 300 ■ NEW YORKER . . . AGAIN NO JR. EDITIONS TO COMPROMISE YOUR INVESTMENT!



PLUS...A NEW FULL-SIZE NEWPORT...still **\$2,964***

*CHRYSLER SUGGESTED RETAIL PRICE FOR 4-DOOR SEDAN, EXCLUSIVE OF DESTINATION CHARGES, WHITEWALL TIRES EXTRA.



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It's a new Chrysler 300! Now equipped with a price that puts walloping "300" performance well within your reach! The other equipment? Four sets of interiors, two of them with bucket seats. Big V-8 engines—the FirePower brand—ranging from standard 305 to a breath-taking 380 horsepower. Three spiced-up body styles, including a convertible—each about as non-compact an automobile as ever belted down a highway!

There's a full-size choice of other quality Chryslers, too. Check Newport and New Yorker. Check Chrysler's engineering, also. For example, *torsion-bar suspension* for unmatched ride and handling and stability. *Unibody*, the one-piece, welded design that houses you in solid, quiet comfort. An *alternator* that produces current even when your engine's idling. New *chassis fittings* that need lubrication only at 32,000-mile intervals. Nothing ho-humdrum about these stout Chrysler '62s! Drive one! Own one!



... PLUS A NEW FULL-SIZE NEWPORT ...
AGAIN THE PRICE SURPRISE OF THE YEAR!

CHRYSLER'S NEW 300



A great performer steps into a new lower-price range

Find a car with seven champions in its family tree, and you've found a logical reason why the man who takes his driving excitement straight ought to get next to Chrysler's fiery new 300.

The new Chrysler 300 almost lets you custom design your own kind of fun car. You can choose two kinds of bucket-seated interiors. If you prefer an optional manual shift, say so. You can choose from a complete range of V-8 engines—up to 380 horsepower. There's a brilliant selection of colors

to spice up the 300's three full-size body styles. The 300 gets a full share of Chrysler engineering advances. Torsion-bar suspension that makes this one handle with such agility, the auto editors still haven't gotten over it. All-welded body to stave off rattles. Alternator to assure you the fast-starting performance you want.

Drive the car that looks like it's going somewhere to win something. Your dealer's got one—sized and priced the Chrysler way. Just for you.



THREE GREAT CHRYSLERS: ■ NEWPORT ■ 300 ■ LUXURIOUS NEW YORKER...AGAIN, NO JR. EDITIONS!