

Are smaller cars getting more expensive, or does a Chrysler cost less these days?

If you've shopped around lately, you know there is very little real price difference between big cars and some of the fancied-up smaller ones.

For example, the Chrysler shown below with power steering, power brakes, automatic transmission, V-8 engine, radio, heater, bucket seats and whitewalls is priced just a few dollars a month more than the most popular smaller cars, comparably equipped.

And remember, we're talking about a full-sized Chrysler, not a kid-brother edition. We don't make them. Why don't you move up to Chrysler? It's never been easier.

CHRYSLER DIVISION



CHRYSLER
MOTORS CORPORATION

Tune in Bob Hope and The Chrysler Theatre, NBC-TV, Fridays.

"Check the price on a Chrysler."



The 1965 Chrysler is a very quick, big automobile. Eighteen feet of comfort, two tons of security. Three great series: economical Newport; sports-bred 300 (illustrated); and the luxurious New Yorker.

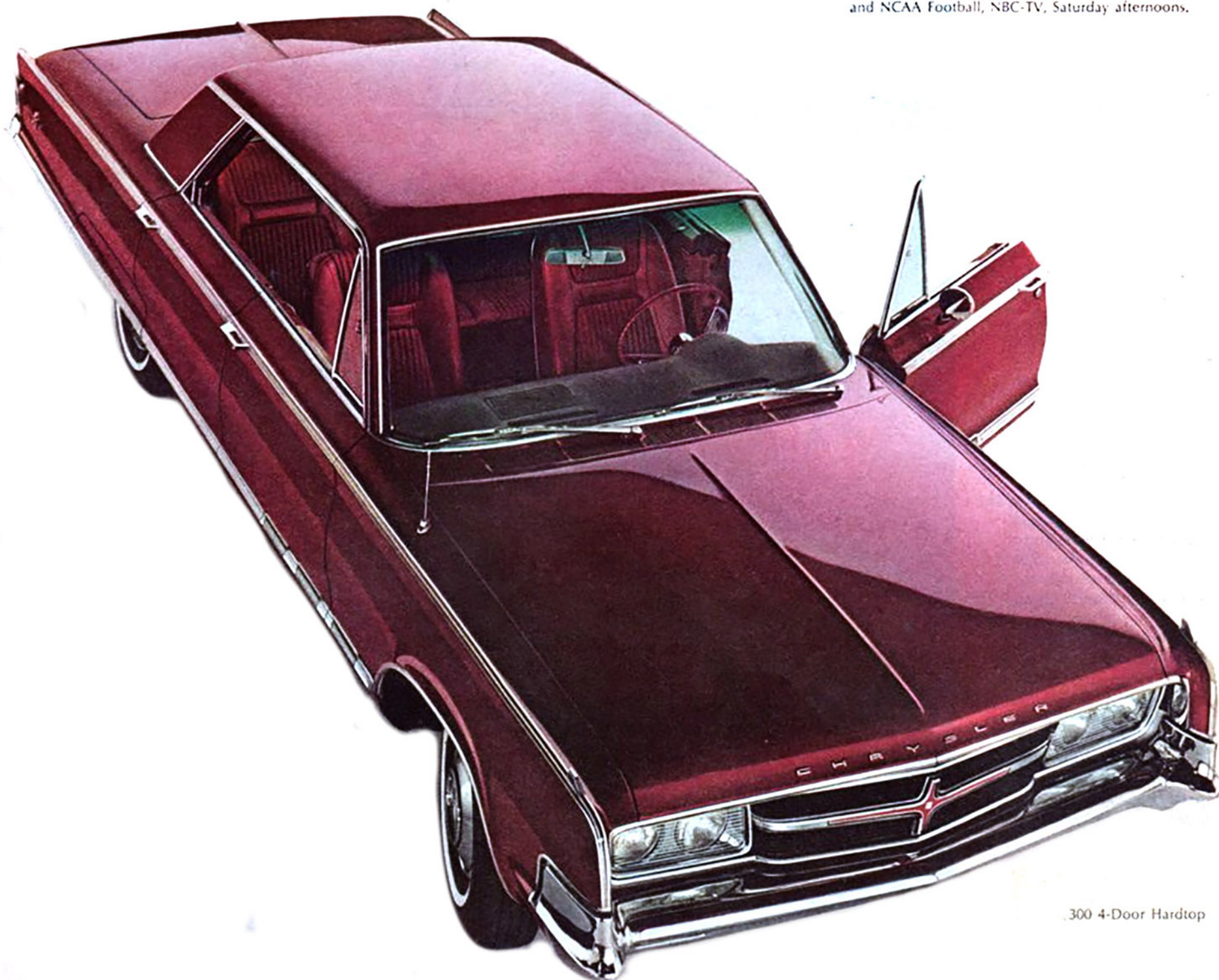
By actual count, seven models (out of a total 17) are priced a few dollars a month more than some of the popular smaller cars. This year, move up to Chrysler. The man who sells them will make the move very easy for you.

CHRYSLER DIVISION



CHRYSLER
MOTORS CORPORATION

Tune in Bob Hope and The Chrysler Theatre, NBC-TV, Fridays,
and NCAA Football, NBC-TV, Saturday afternoons.



300 4-Door Hardtop

This is the most beautiful Chrysler ever built.

Drive it!

**How come so many people are buying Chryslers...
aren't they rather expensive?**

No. Almost half of our models are priced just a few dollars a month more than the most popular smaller cars, comparably equipped.

And we're not talking about half-pint versions. We're talking about full-size Chryslers (we don't make little ones) equipped with power steering, power brakes, automatic transmission, a 383-cubic-inch V-8, radio, heater and whitewalls.

Beginning to get the point? You take the looks of a Chrysler, the size of it, the power of it, and the price of it. And you've got value. The kind of value that's selling Chryslers in record numbers.

Come on in and help us celebrate our success. Make your move up to Chrysler. It's easy.

CHRYSLER DIVISION

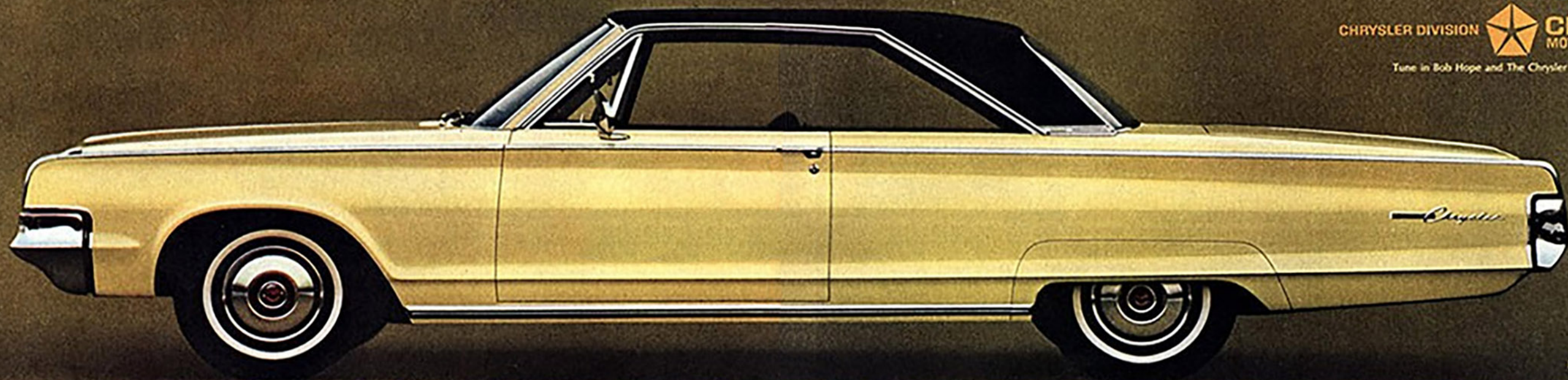


CHRYSLER
MOTORS CORPORATION

Tune in Bob Hope and The Chrysler Theatre, NBC-TV, Fridays



Newport 4-Door Hardtop



Newport 2-Door Hardtop

Since it isn't price, what's the big difference between a Chrysler and the smaller cars?

First, let's clarify the price statement.

There are several Chrysler models that must be considered expensive. But there are seven models (including the ones in this ad) which are priced just a few dollars a month more than the most popular smaller cars.

And mark this. Every Chrysler built, regardless of price, is full-size.

We don't make junior editions.

When you get right down to it, the important difference between a Chrysler and smaller cars is not price. It's value. What you get for what you pay. So if you're going to pay for a big car . . . get one.

This year, move up to Chrysler. It's never been easier.

Newport Convertible

