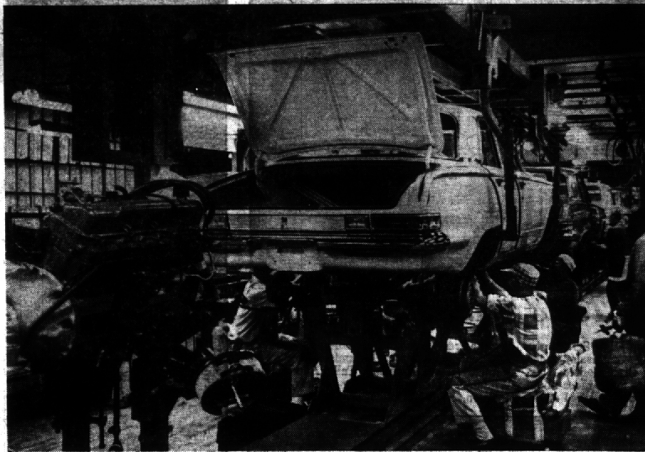
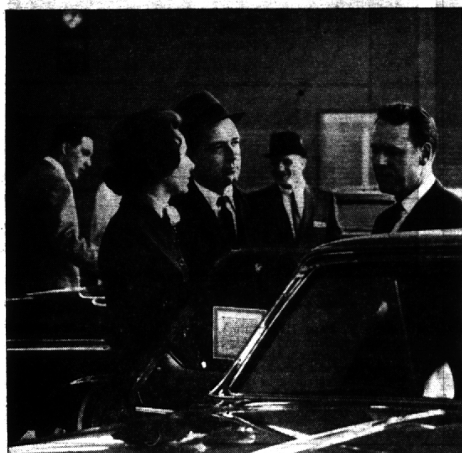




Today in greater Detroit, 60,455 employees are at work in 24 plants building Chrysler Corporation cars and trucks. In 1962, 49,009 were working.



566,046 Valiant, Plymouth, Chrysler, Imperial, Dodge, Dodge Dart and Dodge Trucks have been built in the 1963 model year thru February 28. An increase of 28% over the same period a year ago.



Our dealers are busy demonstrating and selling cars to Detroiters and suburbanites—they cordially invite you to stop in and see for yourself the extra values they offer.



Chrysler Corporation cars are being shipped 'round the clock to meet the needs of our dealers everywhere in supplying the best quality cars we have ever built.

Chrysler Corporation... helping Detroit grow and prosper!

More than any other automobile company, Chrysler Corporation has always concentrated heavily in Detroit.

This is where we live. Where we work. This is where we grow, right along with the whole Detroit area.

More than 2/3 of the people who work for Chrysler Corporation all over the U. S. are on the job right here.

In 1962, they received \$475,000,000 in wages, salaries and benefits.

Chrysler Corporation buys goods and services from approximately 3,500 suppliers in the Detroit area, and in 1962 paid out \$400,000,000 to these suppliers. This makes a total outlay in 1962 of \$875,000,000.

Our feeling of "belonging" to Detroit has been reinforced over the past few months. In the period October 1, 1962, to February 28, 1963, Chrysler Corporation new car registrations in Detroit area were up a whopping 72.6% over the same period last year.

Yes we're busy—helping Detroit grow.



**CHRYSLER
CORPORATION**

PLYMOUTH • VALIANT • CHRYSLER • IMPERIAL • DODGE • DODGE DART • DODGE TRUCKS • SIMCA

Where quality is engineered into every car and truck!

SEE "EMPIRE" IN COLOR, NBC-TV, TUESDAYS