



Come see,

The 1964 Auto Show is here. Bring your family, see all the exciting Chryslers.



come sigh.

The 1964 Chryslers are here. The luxurious New Yorker (above), sports-bred 300, and the surprisingly easy-to-own Newport. Clean. Crisp. Handsome. Backed by 40 years of engineering leadership. The '64 Chryslers are full of news. For instance, an optional seven-position steering wheel. And bucket seats standard on 300's (passenger's reclines). Come on in and browse around . . . at the Chrysler exhibit, of course. *Engineered better . . . backed better than any car in its class.*

MOVE UP TO CHRYSLER '64

CHRYSLER DIVISION



CHRYSLER
MOTORS CORPORATION

BIRMINGHAM CHRYSLER-PLYMOUTH, INC.

912 S. Woodward, Birmingham, Michigan

Be sure to watch Bob Hope and the Chrysler Theater, NBC-TV, Fridays