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

BIRMINGHAM CHRYSLER-PLYMOUTH, INC.
912 S. Woodward, Birmingham, Michigan

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