

You
can
feel
the
excitement
in the
air...

everywhere

"You have expected and received great things from Chrysler Corporation in the past. There is no visible limit on the things you may expect—and receive—from Chrysler Corporation in the future."

L. L. Colbert,
President

James C. Zeder,
Chrysler Corporation's
Vice-President
In Charge of Engineering,
Presents
Virgil M. Exner,
Director of Styling.



Left to right, Mr. Zeder, Mr. Exner, and Mr. Colbert.

You can feel
new excitement all
through the ever-growing
Department of
styling

Smack in the center of this surging excitement stands the Director of Styling. You see him here among the symbols of his work . . . the shapes and shimmers and surfaces that make a motorcar beautiful.

Mr. Exner—bringing with him an already impressive record of automotive styling—joined Chrysler Corporation in 1949 and was then placed in charge of Advance Styling. Today, he is recognized here and in Europe as one of the outstanding figures in the world of design—on the basis of the freshness, brilliance, and authority of his creative hand with motorcars.

Designer of the Chrysler K-310, the new D'Elegance and other fabulous cars, Mr. Exner believes that experimental cars should not be planned for a mythical public in a distant future but should embody new and different ideas for today's, *this minute's*, requirements.



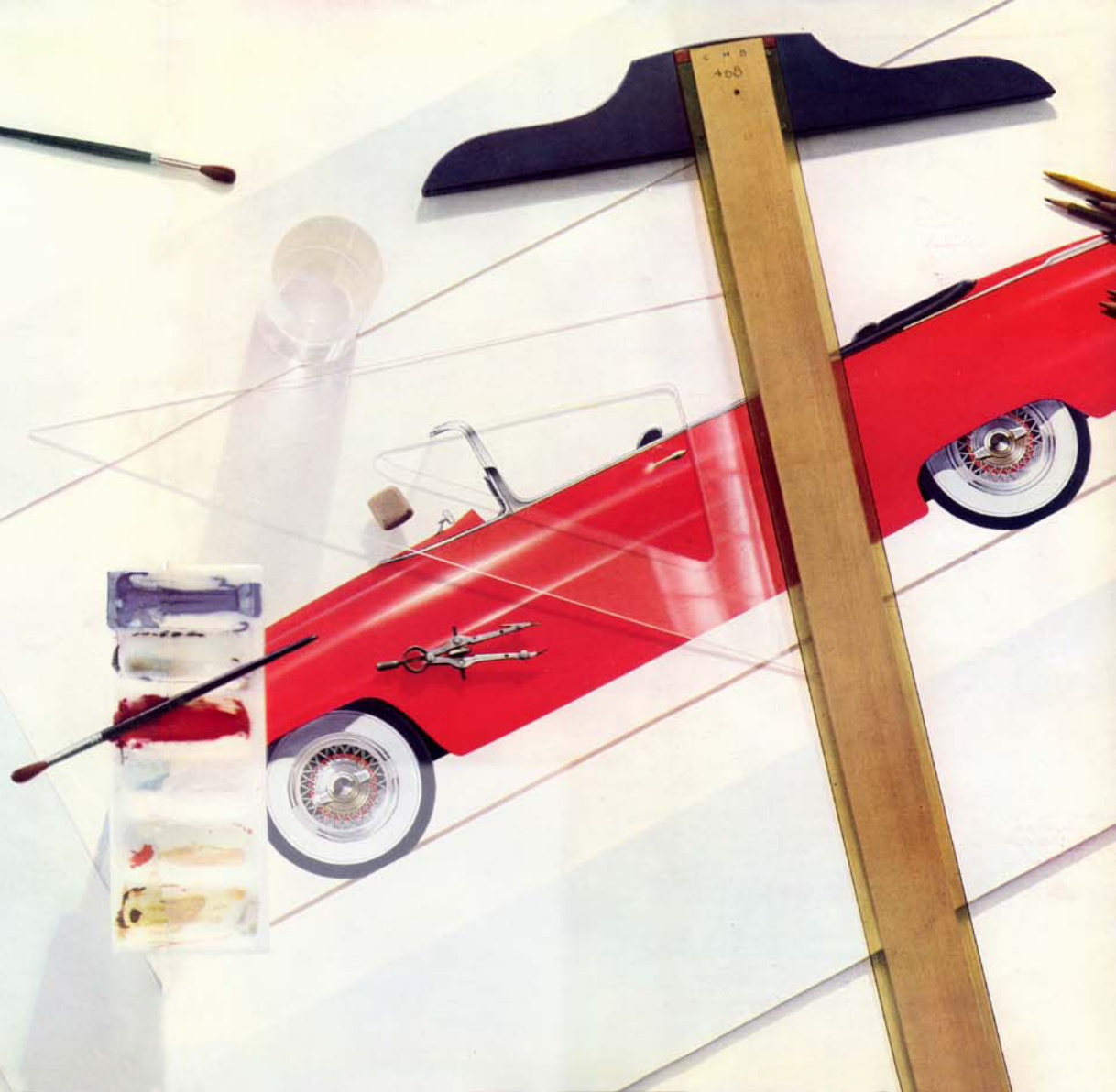


You can feel it
around the

drawing boards

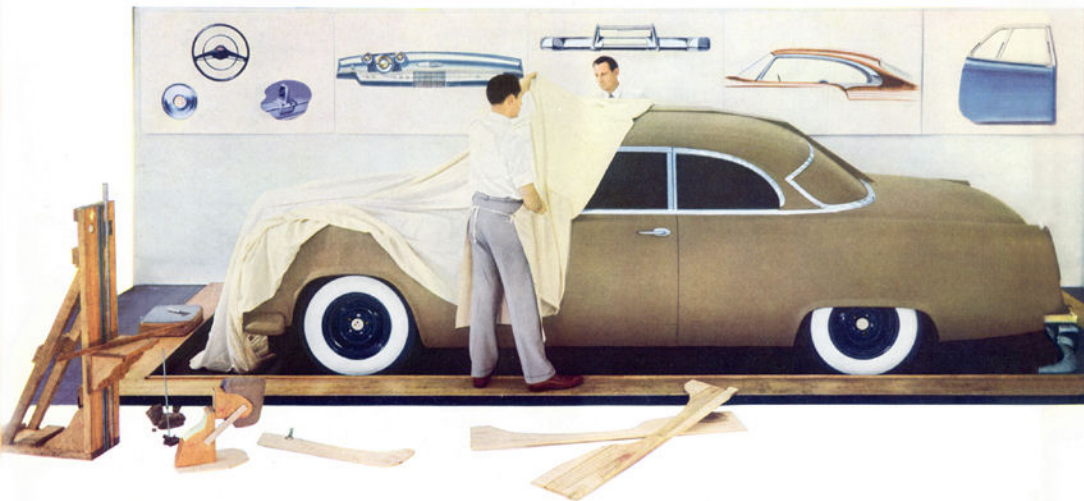
This is where a car begins . . . on the drawing board. Chrysler Corporation, pioneer spirit in motorcar fashion, maintains a huge and vital Department of Styling, important component of its world-famous Engineering Division.

Here, the very air tingles with excitement—the excitement of new lines, new colors, new textures, new shapes. Here is talent on its toes—here is the adventure and daring of the fabric and plastics experts—here is the superb craftsmanship of clay modelers and woodworkers. Here is where style is born to meet its match in engineering perfection—the sort of perfection all the world has come to expect of Chrysler Corporation cars.



You can feel it in the

clay rooms



Designs on paper can stir up enormous excitement. But today, a design must be modeled in clay and seen in three dimensions before it can be judged.

The clay rooms at Chrysler Corporation are clean, cool areas of activity where men absorbed in a unique and demanding art smooth and sculpt the lines the steel may follow. First comes the small scale model—a thumbnail sketch of a car in the round.

The designer may choose to alter his work after his car comes to life in miniature; he may discard it wholly; or it may be carried through without a hairsbreadth change into the breathtaking full-scale model which takes about five tons of clay and some thirty days of work to sculpture.

Secret, mysterious, and closely guarded places these clay rooms are . . . the news is always too big to reveal!

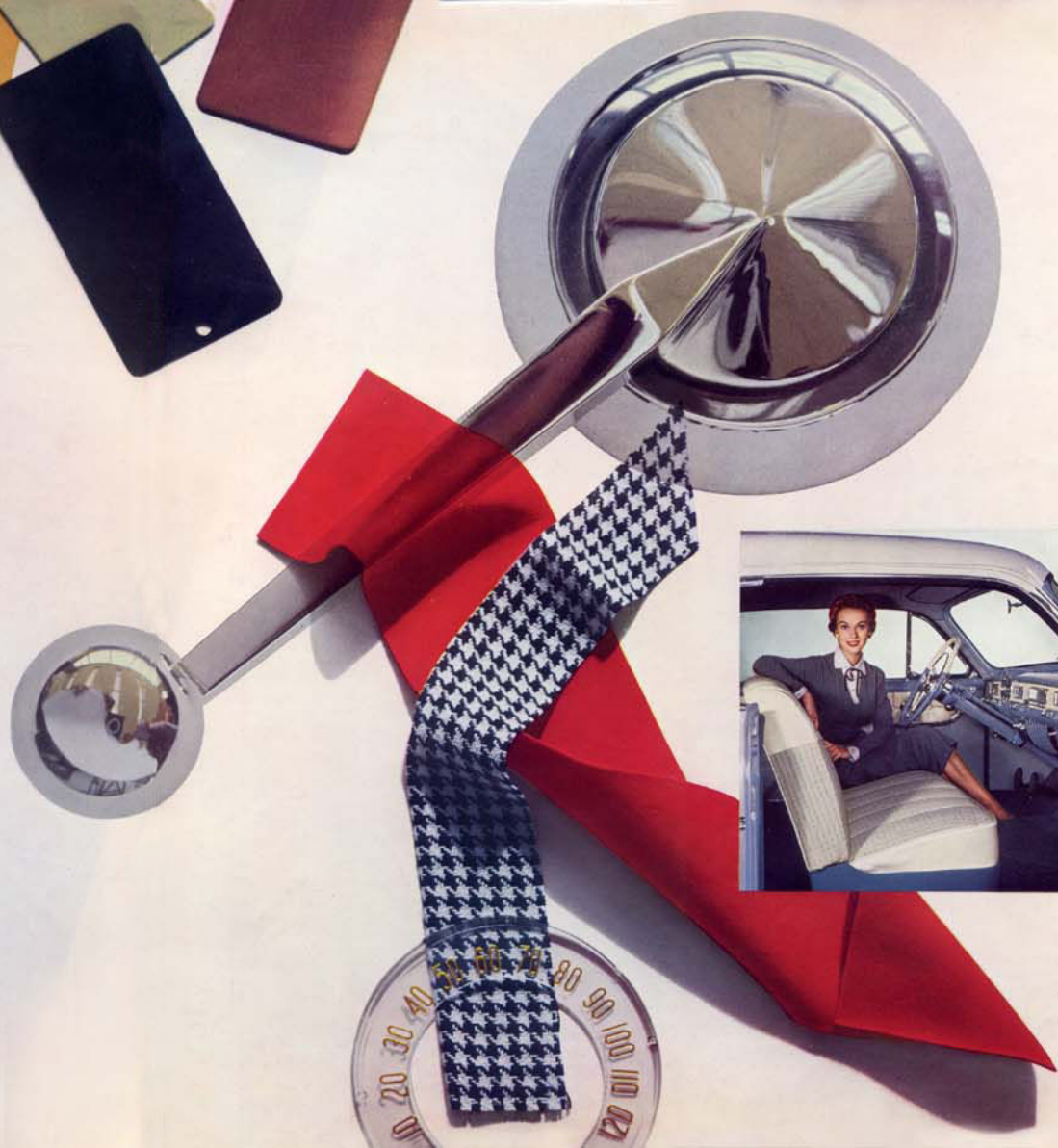


You can feel it in the new

interior

studio...

When you walk into the great, airy new studio you see where flair and flash and dazzle come from. You see color exploding everywhere. You see the glitter of a hundred door handles and steering wheel insignia. You pause before dashboard designs worked out with the faceted precision and the fabulous color of precious jewelry. You stop at a combination of textures and colors and surfaces never combined before—and perfectly magnificent together. You get an inside view of what goes into designing the inside of a door—the contours, the colors, the glisten, the luxury. You feel in a few tingling seconds that, here things are really *happening!*





wonderful things are happening today...



These magnificent cars—the Chrysler C-200 and the D'Elegance—are two current examples of Mr. Exner's work. In their fresh and shimmering beauty, their engineering excellence, they carry on the very spirit of Chrysler Corporation styling—full of smart surprises ever since the first Chrysler created a sensation.

These cars are hand-crafted, of course, custom-made and fabulously expensive. To the Department of Styling, however, there is no such thing as a blue-sky "car of the future." For many of these spectacular design features have already been—and increasingly will be—incorporated in the Plymouth, Dodge, DeSoto, Chrysler and Imperial. As fast as new design discoveries are made, tested, and found good as gold, you are not kept waiting an instant.

P



... PLYMOUTH puts a gilt edge around the low-priced car — in styling, in performance, in engineering superiority. There's a light-hearted look that's Plymouth's own property . . . a breezy promise of boundless pleasure.



D



... DODGE says action with every taut, crisp line . . . looks every inch the gay, energetic motorcar it is! Note the sleek "low-hood silhouette" adapted from Chrysler Corporation experimental cars . . . looks far better and allows far more visibility!





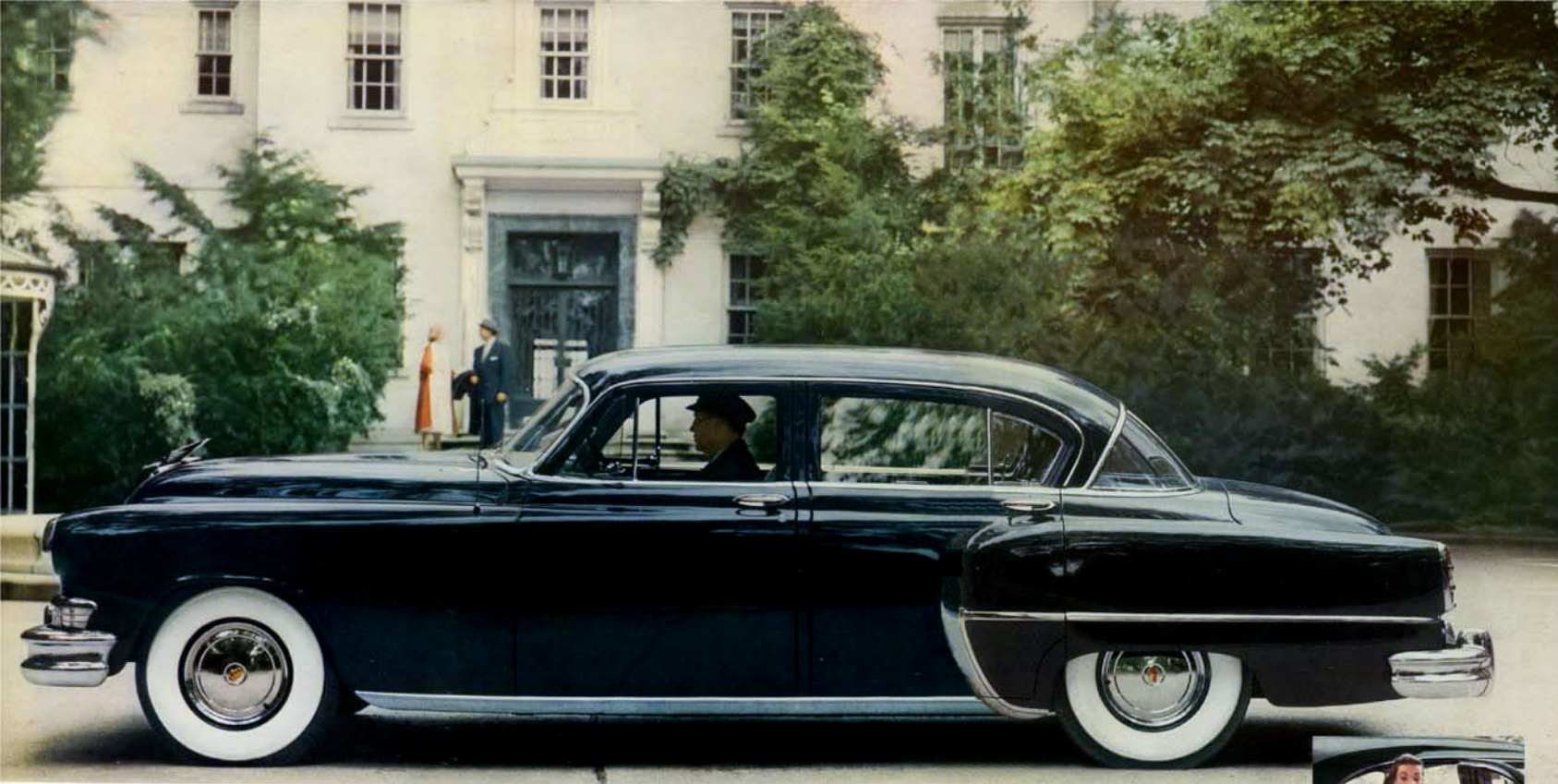
D

... DE SOTO goes elegant, long, and low ... sweeps clean-lined style from bumper to bumper. Wonderful *inside*, too—for DeSoto offers more engineering advances than any other car at the price.



C

... CHRYSLER combines breathless beauty and power in its own distinguished and dazzling way ... and soars way ahead of the field in handling ease, passenger and driver comfort, power features, and genuine long-term economy.



The outstanding, basic goodness of the beautiful Plymouth, Dodge, DeSoto, Chrysler and Imperial cars is the result of decades of leadership in automotive engineering and styling. You'll see the evidence in today's achievements as in the past — you get the good things first from Chrysler Corporation. Look at these great features:

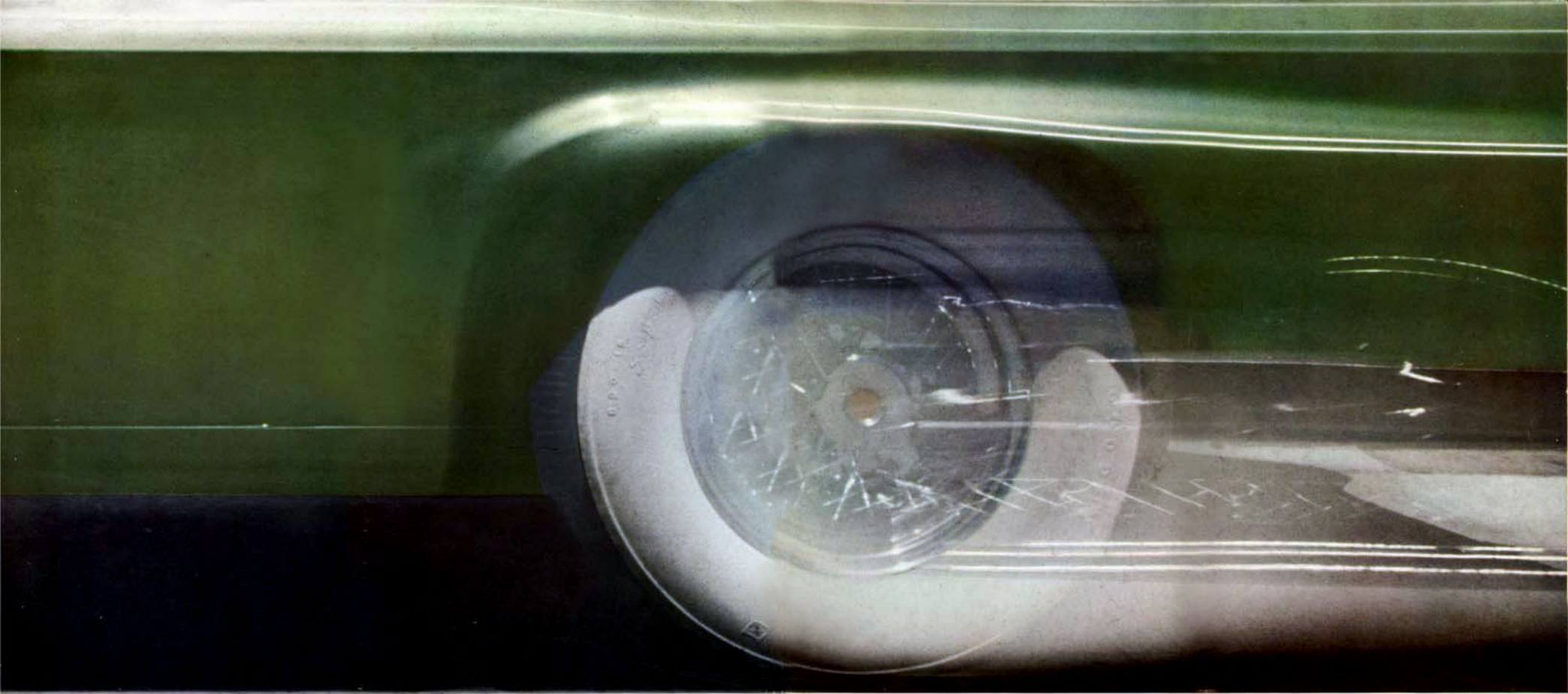
- Hemispherical combustion chamber engines
- Car air conditioning
- Full-time power steering
- Power brakes
- High compression engines
- Fluid drive
- Oil filters
- Safety steel bodies
- Aluminum pistons
- Safeguard hydraulic brakes
- Floating power engine mountings
- Comfort-level seats
- Disc brakes
- Oriflow shock absorbers
- Oilite fuel filters
- Safety-rim wheels
- Engineered-weight distribution
- Adjustable front seats
- Splashproof ignition systems
- Amola steel
- Hardtop convertibles
- Superfinished parts
- Valve seat inserts
- Electric window lifts
- Electric windshield wipers
- Self-adjusting door latches
- One-piece front-lifting hoods
- Full-width doors
- Safety-cushioned dash
- Independent parking brake
- Pressure vent radiator caps
- Rust-proof bodies
- All-metal station wagons
- Cyclebond brake linings



I

... IMPERIAL proudly bears the title of the finest car America has yet produced. Here is absolute individuality of style . . . groomed, poised, perfected . . . and here is absolute dominion of the road.





...and **wonderful things** are always coming your way!

What is it... this ghostly flash, this blur of steel and light?
It typifies the motion, the news, the dreams that
are always taking shape at Chrysler Corporation... the
excitement that's tingling in the air... everywhere!

Chrysler Corporation engineering and styling leadership is geared to bring you the good things first. Over the years, the Corporation has piled up far more automotive innovations than any other maker. Buyers of Chrysler Corporation cars can expect this continuing leadership from the major contributor to the progress of modern motoring.

A handwritten signature in dark ink, appearing to read "James C. Fisher". The signature is fluid and cursive, with a large initial "J" and "F".

VICE-PRESIDENT IN CHARGE OF ENGINEERING