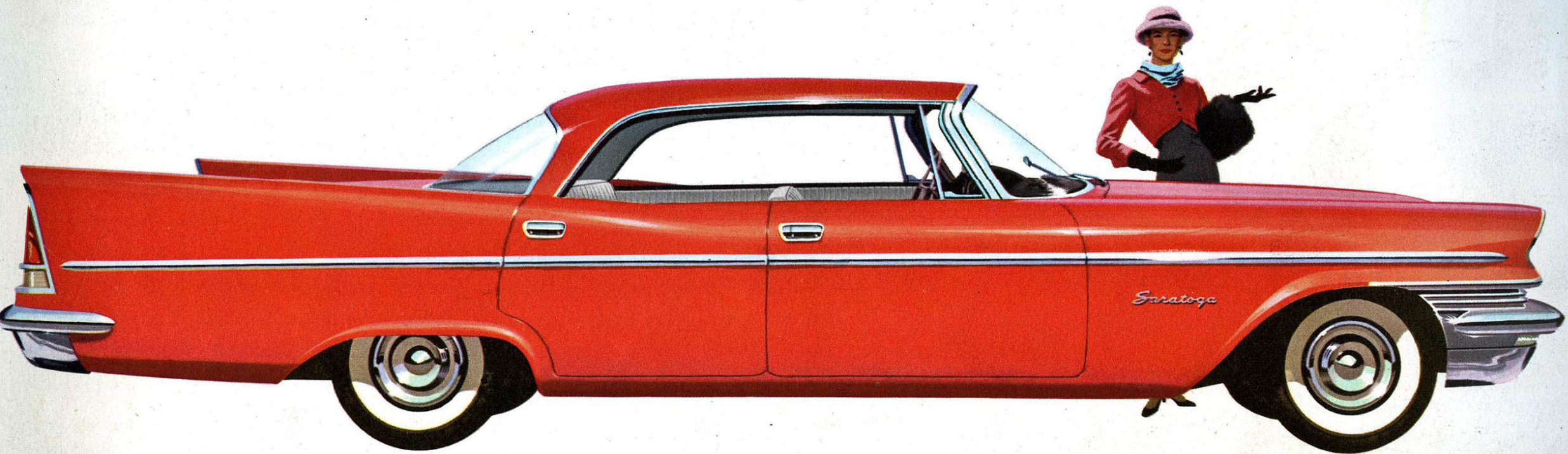
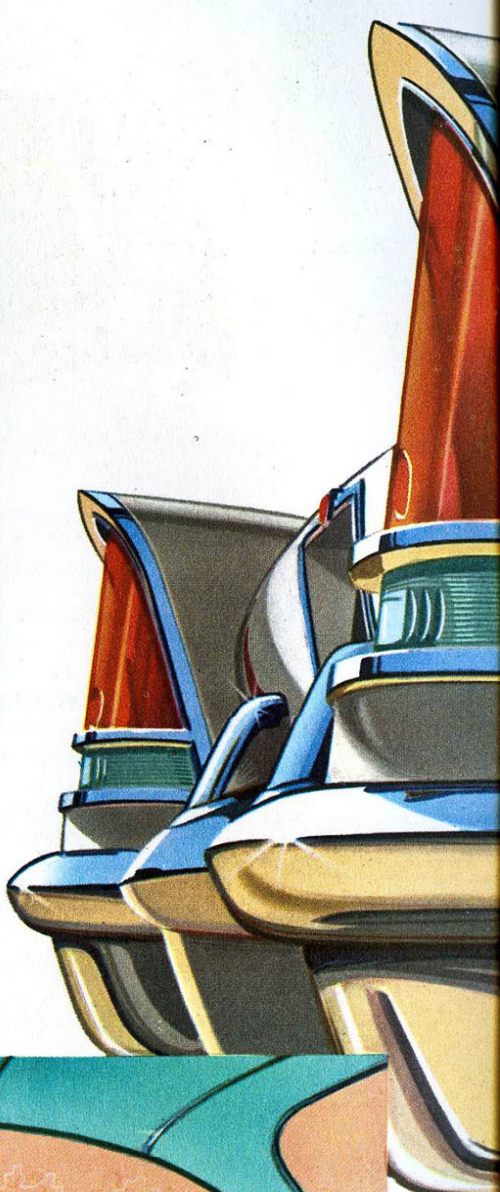


the
MIGHTY CHRYSLER
for 1957

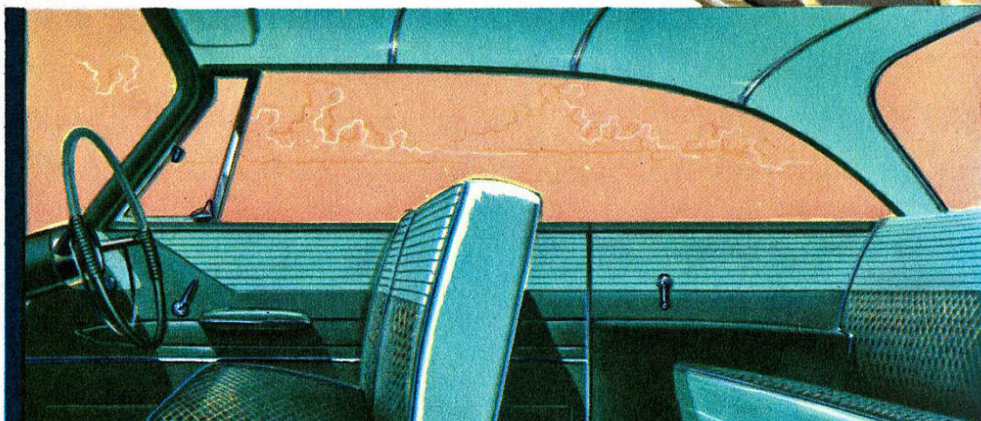


the most glamorous car in a generation



THE WINDSOR *2-door hardtop*

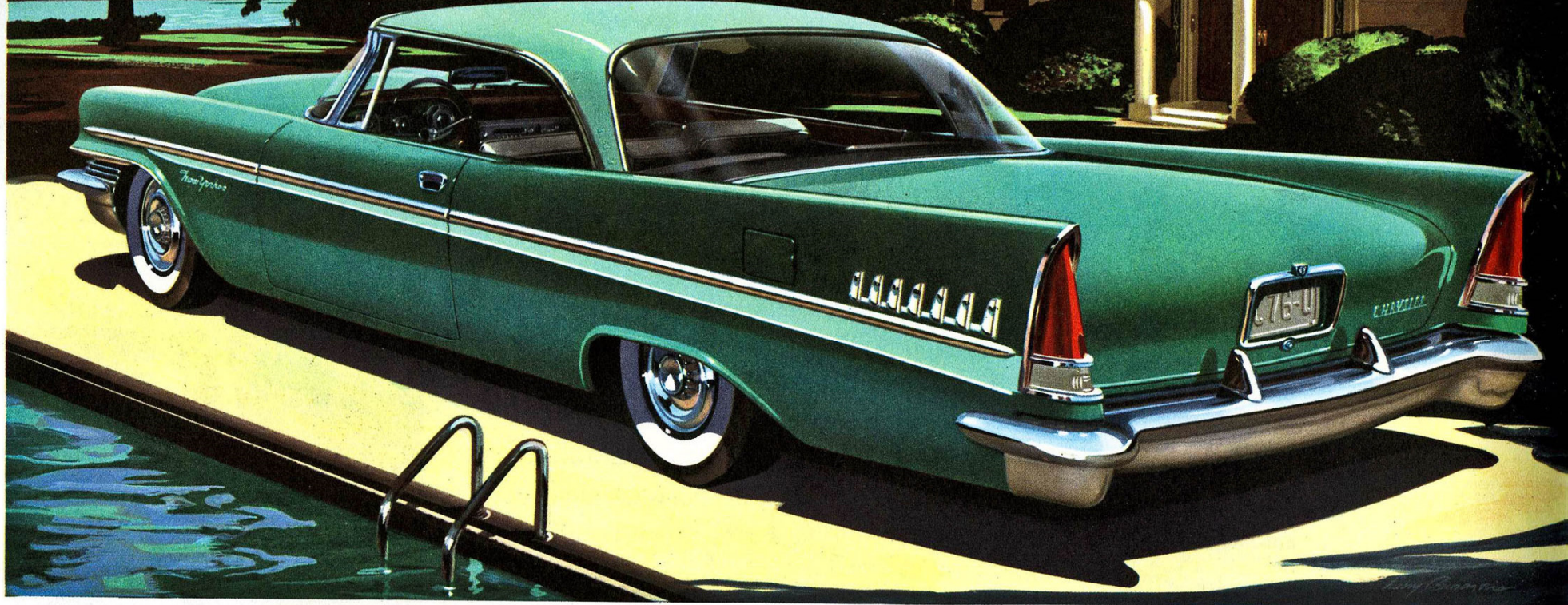
Compare the big, luxurious Two-Door Hardtop, shown above, with cars of other makes that cost much more, and we believe you will decide that the Chrysler Windsor is the biggest value—the *best buy* you can make in the Industry today. In no other car will you get comparable performance, engineering, and quality of materials and manufacturing at such a low cost. And, no other car gives you the satisfaction, the prestige and the pleasure of owning a *Chrysler!*





In the Chrysler Saratoga, you are behind the wheel of a *fine* car—one you will be proud of—and every mile, in traffic or out on the open road where you can give it its head, you will thrill to a performance that is so *completely satisfying*—so *completely different* from all other cars in its price class.

THE SARATOGA *2-door hardtop*



THE NEW YORKER *2-door hardtop*

Glamorous styling and fine designing are evident, too, in the dramatic upward-sweeping rear fenders that terminate in the outward-canted twin-tower taillights; the gracefully sloping rear deck; the shadow-box styled license plate mounting; and the outrigger bumpers that complete the downward unified flow of lines of the tail fins.



THE NEW YORKER

convertible coupe

When you combine the ultra-modern, Flight-Sweep styling of the 1957 Chrysler with the engineering excellence for which Chrysler has already won world-wide acclaim, you have the *perfect combination*—the car of supreme satisfaction.

The famous FirePower engine; the sensational *new* Torsion-Aire Ride; the new Torque-Flite Transmission, with unbelievable smoothness, quietness and *GO*; the Full-Time Power Steering; and the finest, safest braking system ever developed; assure you a *performance* that is just as *distinctive* and *different* from all other cars as the superb styling that makes the Mighty Chrysler the most glamorous car in a generation.

