

ANNOUNCING THE WINDSOR DARTLINE

for '58.



Newer, more glamorous than springtime!

New trim! New colors! New sales appeal!



The 1958 Windsor Darline

Special Trim f

3 NEW COLORS . . . gay, lively and exciting!



FIREGLOW



BIMINI BLUE



FROSTY TAN

These three new, specially created colors are available in solids or in two-tone combinations with the regular 1958 Ermine White. They may be ordered for all series of Chrysler and Imperial cars with the exception of LeBaron models where only Frosty Tan may be specified.



ILLUSTRATION A *The Windsor with Insert*



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The 1958 Windsor Dartline

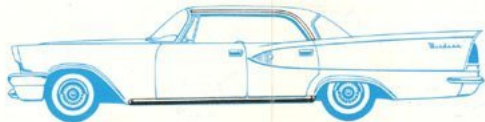


ILLUSTRATION A The Windsor with Insert

Special Trim for Saratoga and New Yorkers



ILLUSTRATION B The New Yorker



ILLUSTRATION C The Saratoga



ILLUSTRATION D New Rear Deck Trim

NEW TRIM INFORMATION FOR WINDSOR AS WELL AS SARATOGA AND NEW YORKER MODELS

The new 1958 Spring Trim (for Chryslers only) consists of the following items:

1. **THE NEW DARTLINE SIDE MOLDING**—available only on Windsor models (except those Windsor models built with inserts—see illustration A).
2. **NEW ROOF MOLDING**—available on Windsor, Saratoga and New Yorker 2 door and 4 door hardtop models when Special Chrome Molding Trim Package is ordered.
3. **NEW SILL (ROCKER PANEL) MOLDING**—available on all Windsor, Saratoga and New Yorker models when Special Chrome Molding Trim Package is ordered.
4. **NEW REAR DECK TRIM** (See illustration D)—available on all Windsor, Saratoga and New Yorker models except Town and Country Wagons when Special Chrome Molding Trim Package is ordered.

WINDSOR MODELS

When the Special Chrome Molding Trim Package is ordered, the car will be shipped with the Dartline, roof and sill moldings as well as the rear deck trim as released for the different body types. When Windsor models with inserts and the Special Chrome Molding Trim Package are ordered they will be shipped with only the roof and sill moldings as well as the rear deck trim as released.

SARATOGA AND NEW YORKER MODELS

When Special Chrome Molding Trim Package is ordered on Saratoga and New Yorker models, the cars will be shipped with the roof and sill moldings as well as the rear deck trim as released for the different body types. (The Dartline side molding is available only on Windsor models.) See illustrations B and C.

Here's the way to make your spring selling season a money-making success!

CAPITALIZE ON THE NATURAL TRAFFIC-BUILDING POTENTIAL OF THE NEW WINDSOR DARTLINE!

*You've got new spring colors . . . new spring trim . . .
new spring excitement! You can treat the introduction of
the Dartline like you would a brand-new automobile!*

**HERE ARE THE THINGS
THAT THE FACTORY WILL DO**

to give you and the
Windsor Dartline a big boost!

• Big, Beautiful, Impressive National Magazine Advertising

LIFE—2 full pages—April 21 issue

TIME—full page ad—April 28 issue

FARM JOURNAL—full page ad—June issue
—others to be announced—

- A Series of Impressive Newspaper Ads in all Markets
- Windsor Dartline Commercials on "Climax!" and "Shower of Stars!"
- Special Free Dartline Window and Showroom Material
- Free Small Space Dealer Ad Mats and Ad Suggestions
- Free Local Dealer Radio Script Commercials
- Windsor Dartline Full-Color Post Cards
- Special Invitation Suggestions

Get your selling crew lined up now . . . start making preliminary plans (put on an "Open House" or a "Special Spring Color Fashion Show"). All of the factory material will be in your hands well in advance of the April announcement date for you to put to use! Make this spring a real selling success by getting behind the Windsor Dartline introduction and playing it for all it's worth. A little extra effort will really pay off.

Don't delay . . . start planning today!