

CHRYSLER CORPORATION CARS
ARE **DESIGNED** FOR
THE FUTURE, TODAY!



BILL LUNDIGAN, SCREEN STAR AND TV HOST OF "CLIMAX" AND "SHOWER OF STARS" SHOWS YOU HOW CHRYSLER CORPORATION DESIGNS, ENGINEERS AND TESTS THE CARS OF THE FORWARD LOOK

EACH OF THE FIVE CARS OF THE FORWARD LOOK HAVE STYLING DEPARTMENTS LIKE THIS. THEIR EXCLUSIVE, YEARS-AHEAD DESIGNING ARE MORE LOOSELY GUARDED THAN MILITARY SECRETS IN THE PENTAGON!



YOU CAN SAY THAT AGAIN!

AS MUCH AS FOUR YEARS BEFORE NEW CAR MODELS ARE PRODUCED, THESE STYLISTS CREATE HUNDREDS OF SKETCHES AND ILLUSTRATIONS OF ADVANCED CAR DESIGNS. FROM A COMBINATION OF THE BEST FEATURES OF EACH THE FINAL SELECTION IS MADE.



CLAY MODEL, 1/8th ACTUAL SIZE, IS THEN MADE BY THE COMPLETED ILLUSTRATION SO THAT THE DESIGN AND PROPORTIONS CAN BE VIEWED IN THESE CASHIONS FROM EVERY ANGLE.



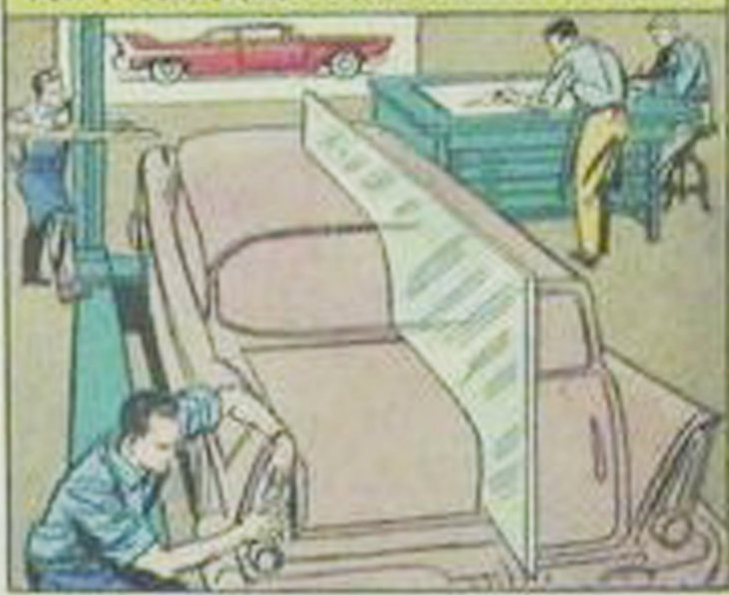
AFTER NECESSARY MODIFICATIONS IN THE SMALL MODEL ARE MADE, FULL-SCALE MASTER DRAWINGS WITH MANY SUPERIMPOSED ELEVATIONS ARE DRAWN ON ALUMINUM SHEETS TO AVOID CHANGE OF GAUGE.



THE NEW CAR DESIGN IS THEN MODELED IN FULL-SIZE CLAY. ALUMINUM FOIL SIMULATES THE CHROME TRIM. A CLAY MOCK-UP WILL WEIGH UP TO THREE TONS. A WOODEN SKELETON SUPPORTS IT.



BY USING A MIRROR TWO BODY STYLES CAN BE SHAPED FROM ONE CLAY. HERE A STATION WAGON AND A SEDAN ARE BEING MODELED TOGETHER.



FROM THE STYLIST'S DETAILED DRAWINGS A FULL-SIZE INSTRUMENT PANEL IS MODELED IN CLAY...



...AND THE INTERIOR APPOINTMENTS ARE ALSO MODELED IN CLAY. NOTE THAT HALF OF EACH SEAT IS IN ONE STYLE, HALF IN ANOTHER. DURING ALL THIS CLAY-STYLING PERIOD, TOOL-ENGINEERS ADVISE ON ELIMINATING "BUGS" THAT MIGHT LATER AFFECT MASS PRODUCTION.



WHEN THE CLAY MODELS ARE COMPLETE IN EVERY DETAIL, PLASTIC MOCK-UPS ARE BUILT. THESE, UNTIL RECENTLY, WERE MADE OF WOOD. THE PLASTIC MODEL PICTURED HERE LOOKS LIKE A REAL CAR. IT HAS NO ENGINE OR OTHER MECHANICAL PARTS, BUT IT SHOWS EXACTLY HOW THE NEW MODEL WILL LOOK WHEN IT'S FINALLY UNVEILED TO THE PUBLIC.



CHRYSLER CORPORATION'S CONSTANT CONTROL POWER STEERING IS ANOTHER "YEARS-ANEAD" ENGINEERING TRIUMPH DEVELOPED AND PERFECTED BY CHRYSLER ENGINEERS...

THIS NEW COAXIAL POWER STEERING UNIT CERTAINLY MAKES DRIVING AS EASY AS CAN BE.

IT'S A GREAT IMPROVEMENT OVER CONVENTIONAL POWER STEERING!



A GREAT SOURCE OF ADVANCED BODY AND ENGINE IDEAS IS THE SO-CALLED "IDEA" CAR—CHRYSLER CORPORATION'S NEWEST EXPERIMENTAL CAR—THE "DART"



THIS IS A HAND-BUILT, FULL SIZE, FOUR-PASSENGER GEDAN—ONLY 54 INCHES HIGH. ONE OF THE LOWEST FULL-SIZED SEDANS EVER BUILT. IT'S THE ONLY ONE IN EXISTENCE. BUILT AT GREAT COST SOLELY FOR TESTING AND TRYING NEW IDEAS IN STYLING AND ENGINEERING. MODELS SUCH AS THIS HELP CHRYSLER CORPORATION ENGINEERS AND STYLISTS DESIGN YOUR CAR OF THE FUTURE.



A SCALE MODEL OF AN ACTUAL CHRYSLER CORPORATION CAR WAS STUDIED AT THE UNIVERSITY OF DETROIT'S WIND TUNNEL. PLACED ON TURNABLES IT SHOWED THE EFFECT OF WINDS UP TO 160 M.P.H. FROM ALL ANGLES.



DETAILED CHARTS WERE DRAWN BY AERODYNAMIC ENGINEERS TO SHOW CHRYSLER CORPORATION'S BODY STYLISTS THE RESULT OF THEIR FINDINGS.



THESE STUDIES PROVED THAT THE SWEEPING FINES ON ALL CHRYSLER CORPORATION CARS CONTRIBUTE MEASURABLY TO STABILITY IN SEVERE CROSS-WINDS AT NORMAL HIGHWAY SPEEDS



CARS ARE SUBJECTED TO SUB-ZERO AND HIGH TEMPERATURE TESTS FOR BODY INSULATION AND ENGINE PERFORMANCE



NEW IMPROVED ENGINES, DESIGNED TO COMBINE EXCEPTIONAL POWER WITH LOW FUEL CONSUMPTION - QUIET OPERATION, COMPACT, SIMPLE AND RUGGED, ARE THOROUGHLY TESTED



NOW THIS PROTOTYPE DESOTO WITH ITS POWERFUL TURBOFLASH V-8 ENGINE IS READY TO BE SHIPPED TO THE PROVING GROUNDS...



...WHERE IT WILL BE PUT THROUGH A TORTUOUS SERIES OF UNBELIEVABLY SEVERE TESTS BEFORE ACTUAL MASS PRODUCTION OF THAT MODEL IS STARTED



ENGINEERING DEVELOPMENT AND PROGRESS IS BEING CONSTANTLY CARRIED ON IN ALL PLANTS OF THE CHRYSLER CORPORATION. NOW, BEFORE I TAKE YOU TO THE "TORTURE" TRACK, LET'S TAKE A DEEK AT THE '58 CARS OF THE FORWARD LOOK.



THE MOST ADVANCED
THE FIVE GREAT **58**
CARS OF THE FORTIES



PLYMOUTH



DODGE



DESOTO

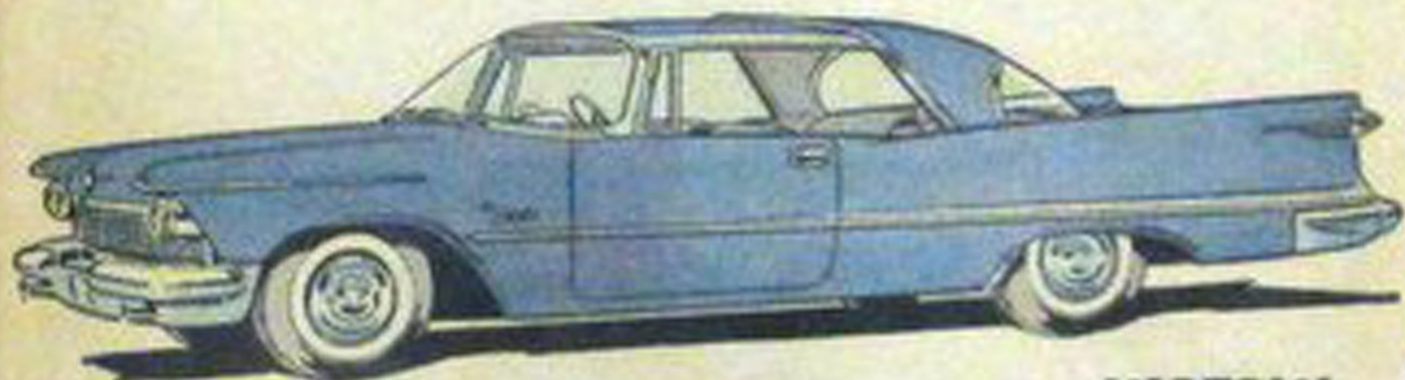
DESIGNS OF OUR TIME

CHRYSLER CORPORATION

FORWARD LOOK!



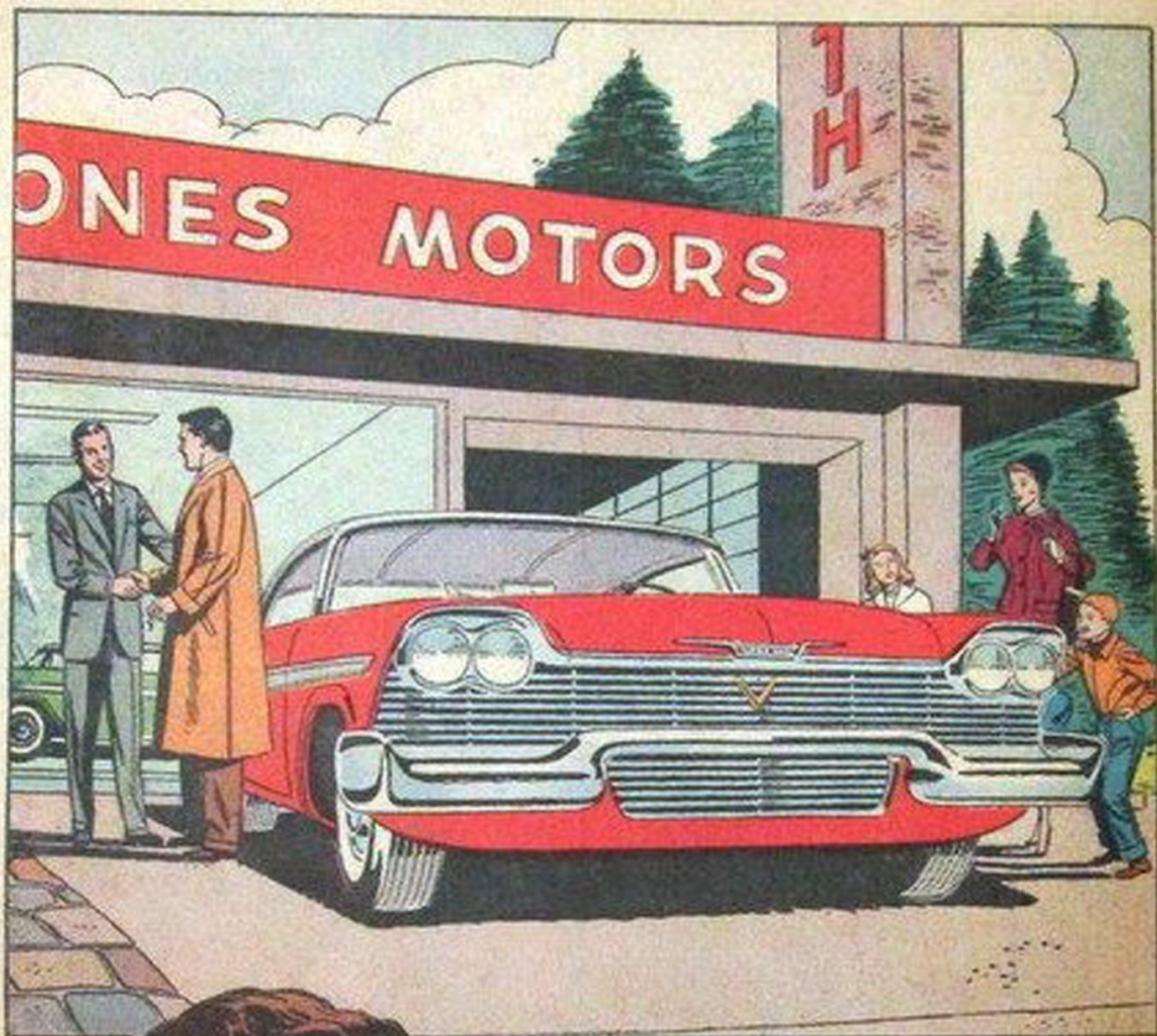
CHRYSLER



IMPERIAL

EXPERIENCE THE BEAUTY, THE NEWNESS, THE YOUTHFUL EXCITEMENT OF THESE MOST ADVANCED DESIGNS OF OUR TIME! DISCOVER THE FIRST REALLY *NEW* RIDE — TORSION-AIR... TRY THE SMOOTHNESS, THE BURGE, THE FULL SENSE OF COMMAND YOU GET WITH PUSHBUTTON TORQUE-FLITE TRANSMISSION. YOUR NEARBY DEALER WILL DEMONSTRATE THE DIFFERENCES. SEE HIM AND DISCOVER WHY THE FORWARD LOOK REACHES FARTHER INTO THE FUTURE THAN ANY OTHER DESIGN OF OUR TIME... NOW LET'S GO OUT TO CHRYSLER'S GIANT PROVING GROUNDS





PEOPLE ALL OVER
AMERICA ARE
SWITCHING TO THE
CHRYSLER CORPORATION
CARS OF THE
FORWARD LOOK!

*Don't miss "CLIMAX!"—Thursday
evening CBS-TV network*

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