

“Won’t **YOU** come in?”



Chrysler Corporation invites you...

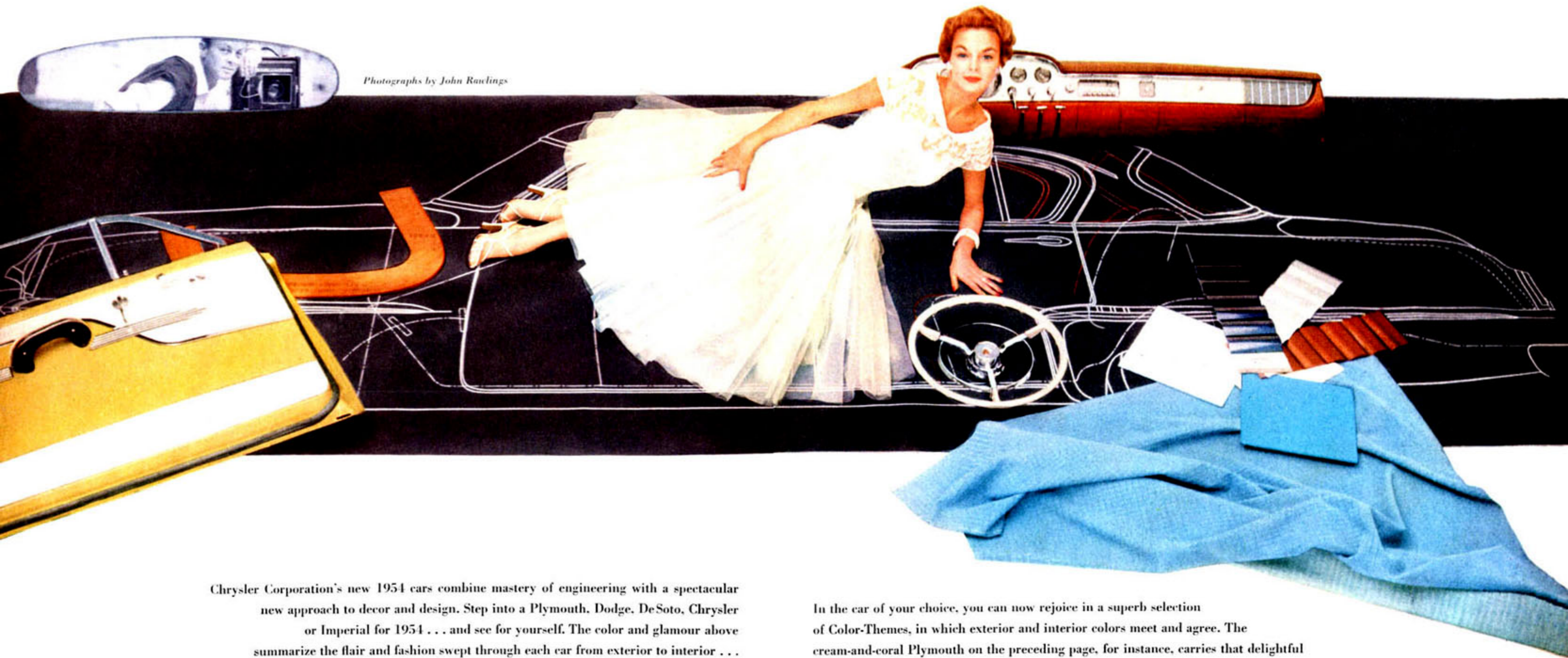


1954 PLYMOUTH BELVEDERE SPORT COUPE

For 1954's biggest and most important news . . . *Beauty on the Move* . . . please turn the page.

Won't you come in?...and see why

people on the **inside** know that these are the cars of the year



Photographs by John Rawlings

Chrysler Corporation's new 1954 cars combine mastery of engineering with a spectacular new approach to decor and design. Step into a Plymouth, Dodge, DeSoto, Chrysler or Imperial for 1954 . . . and see for yourself. The color and glamour above summarize the flair and fashion swept through each car from exterior to interior . . . the beauty carried all the way from the glistening whole down to the last door handle, where chromium is modeled like sterling silver.

In the car of your choice, you can now rejoice in a superb selection of Color-Themes, in which exterior and interior colors meet and agree. The cream-and-coral Plymouth on the preceding page, for instance, carries that delightful pair of colors inside—even the rug and ceiling liner are warm, rich coral. Which gives you just a taste of what you'll find in Chrysler Corporation car styling for 1954.

Won't you come in?...and try ... new

PowerFlite

...the easiest and best
no-clutch driving of all

Now, let's go deeper inside these dazzling new cars.


For '54, PowerFlite gives you a new automatic transmission that sweeps dramatically ahead of the field. PowerFlite feels exactly as it sounds. It has a silken, silent strength and an uninterrupted surge of power . . . excels in magnificent efficiency, lighter weight for you to transport, sensitive and supple response. This new kind of no-clutch driving is available in Dodge, DeSoto, Chrysler and Imperial. And on the Plymouth is a special Hy-Drive automatic transmission.



...and full-time Power Steering clear through the line.

To guide this new easy power, there is full-time power steering that—like all other great Chrysler Corporation features—is unique and alone in the automotive world. It is not here this minute and gone the next, but provides the same steady and constant help all the while. It gives you butterfly lightness coupled with solid feel of the road . . . is fully operative from the moment you turn the ignition key. Power steering is available to you in every line of the new Chrysler Corporation '54's.

Won't you come in?...and feel
the power and perfection of great new
 engines



Here, we come to the heart of the matter—the engines that power this drama and dazzle. Chrysler Corporation's hemispherical combustion chamber engines are the first major change in engine design in 25 years. They are of the type used in airplanes, are available in the Dodge, DeSoto, Chrysler, and Imperial, and have a sweeping, matchless power. The Imperial and Chrysler New Yorker Deluxe, for instance, offer you 235 horsepower. This well-spring of power in Chrysler Corporation cars

means an engine serenely purring while you're scaling a mountain road

... an engine that stays fresh and young at maximum use.

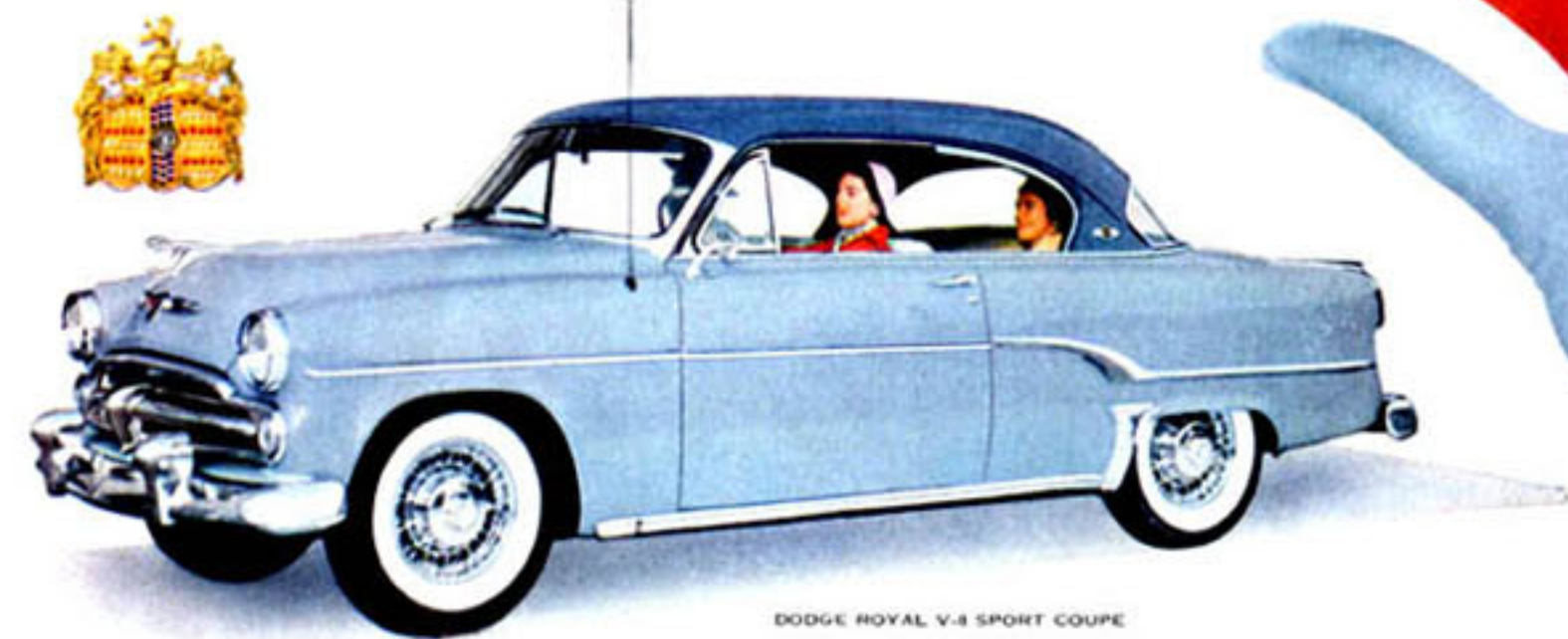
In perfect balance with engine power, there is superbly efficient power braking. This is an example of the style and polish in engineering which is the special quality of Chrysler Corporation cars—and which sets them aside from all others.

Won't you come in? into the **1954**

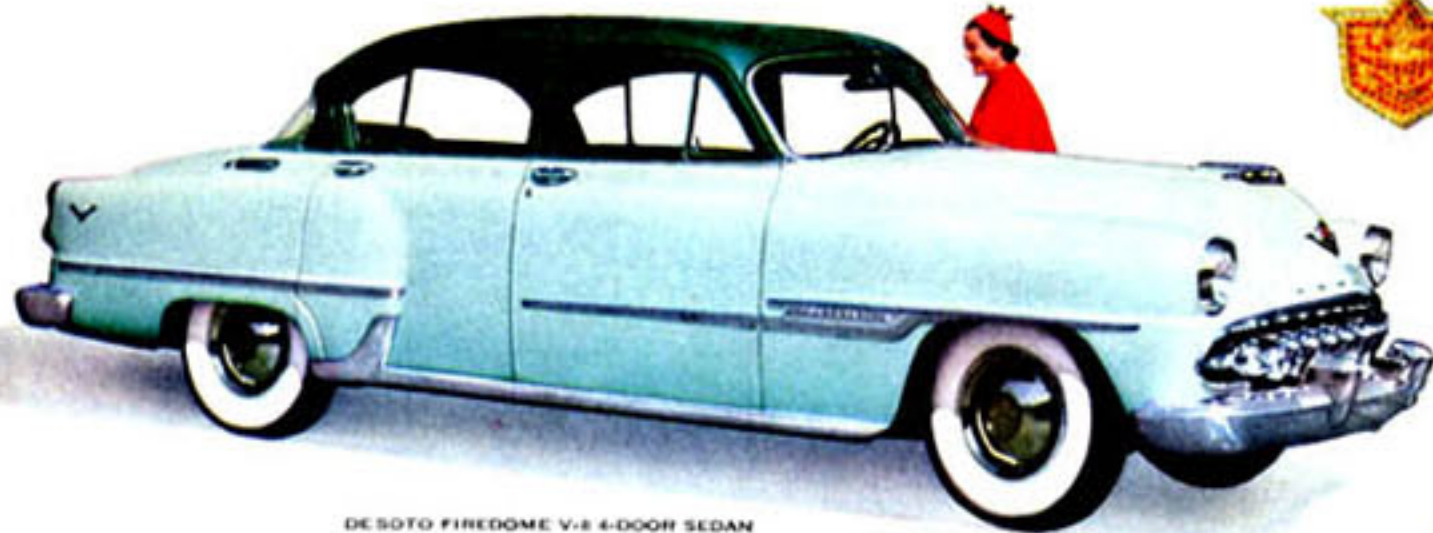
Plymouth, Dodge, De Soto,
Chrysler and Imperial



PLYMOUTH BELVEDERE SPORT COUPE



DODGE ROYAL V-8 SPORT COUPE



DESOTO FIREDOOME V-8 4-DOOR SEDAN



CHRYSLER NEW YORKER DELUXE CONVERTIBLE



CUSTOM IMPERIAL TOWN LIMOUSINE



Here is the grand total of new interior-exterior
Color Theming . . . of tailored and exciting good looks . . . of
engineering so creative and daring it leads the field by far. Whichever model you select
will make you genuinely proud of your choice as only a Chrysler Corporation car can do.
Whichever one you choose will delight you daily with its smart perfection of color and texture.
Whichever car you choose, in any price bracket, will give you more for your money—
more style, more operating ease and economy, more headline news in modern engineering—
than any other cars available today. *Won't you come in? . . . your Plymouth, Dodge,
DeSoto, Chrysler and Imperial dealers invite you . . . and see these cars
whose uncommon precision and beauty is the true measure of motorcars today.*

Beauty on the Move . . . CHRYSLER CORPORATION