

**NOTHING NEW
TO LEARN**

**GREATER DRIVING SAFETY
— ALL THE TIME**

**ELIMINATES WHEEL FIGHT
ON ROUGH ROADS**

**ABSOLUTE DRIVER CONTROL
— ALL THE TIME**

ABSORBS ROAD SHOCKS

**80% LESS EFFORT
— ALL THE TIME**

**EASIER—SAFER
—QUICKER PARKING**

**LESS DRIVING
STRAIN AND FATIGUE
— ALL THE TIME**

**SAVES WEAR AND
TEAR ON YOUR HEART
AND DISPOSITION**



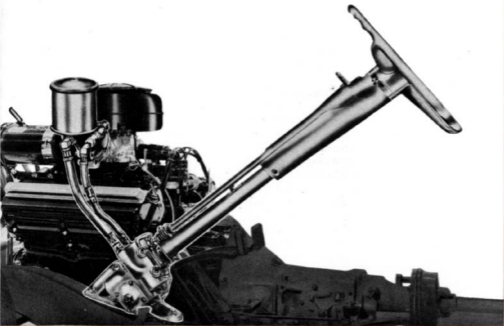
CHRYSLER

full-time

POWER STEERING

CHRYSLER *power steering*

another Chrysler "Engineering First!"



THE MOST AMAZING MECHANISM EVER DESIGNED FOR THE AUTOMOBILE!

Just imagine turning the large 8.90 by 15 inch tires on the Chrysler Crown Imperial—the largest tires on any automobile today—their full travel from side to side while the car is standing still, with *only one finger* on the spoke of the steering wheel!

Compare this easy, effortless *hydraulic* Power Steering with the tugging, the strain, the effort, the real work of parking and steering with the ordinary manual steering mechanism, and you will realize why Chrysler Power Steering is regarded as one of the greatest convenience and safety features—not only for women drivers, but also for men—that has ever been developed for the automobile.

80% LESS EFFORT

... all the time!

With this great mechanism, developed and perfected by Chrysler Engineers, 80% of the effort—4/5 of the work of parking and steering the car—is done for you hydraulically.

From the moment you start the Chrysler Fire Power Engine, the hydraulic mechanism is on the job—all the time—when parking—driving through traffic—turning corners—out on the open highway—through the hills—over the rough roads—through mud, sand, or gravel—on soft shoulders, snow, or ice—all the time, Chrysler Power Steering is doing 80% of the work for you. There is no uncertain waiting for power build-up—no doubt about its working—no effort on your part to “crank up” the mechanism. Chrysler Power Steering works all the time for your convenience, comfort and safety.



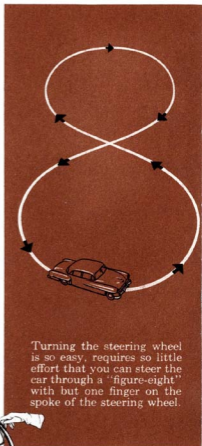
EFFORTLESS CONTROL AND
PERFECT ROAD-FEEL



ABSOLUTE DRIVER

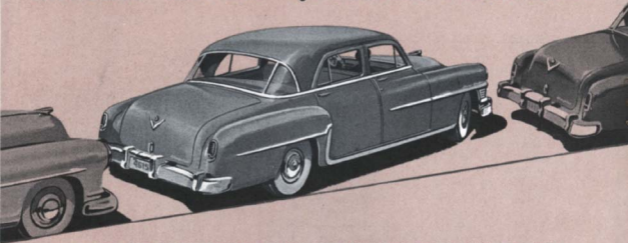
CONTROL *... all the time!*

The only difference between Chrysler Power Steering and manual steering is the effortless ease with which you steer and park the car. There is nothing new to learn. You have absolute driver control and perfect road-feel all the time—greater confidence in the car, and in your driving ability because of the instant response of the steering mechanism. You do the guiding—Power Steering does the work.



Turning the steering wheel is so easy, requires so little effort that you can steer the car through a “figure-eight” with but one finger on the spoke of the steering wheel.

EASIER—SAFER—QUICKER PARKING!

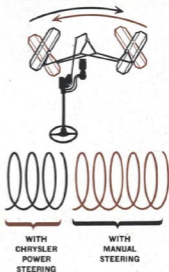


IN AND OUT OF THE TIGHTEST PLACES WITH THE SKILL OF THE EXPERT DRIVER

For many drivers, parking the car is a problem. But not so with Chrysler Power Steering, because you can turn the wheels so easily and quickly. The instant response enables you to steer the car into and out of cramped spots without repeated backing up and going forward. You park easier, with less effort, with less wasted time, and with less danger of tangling bumpers or nicking fenders.

40% LESS TURNS OF THE WHEEL!

Chrysler Power Steering not only works for you *all the time*, as compared to the uncertain "part-time" operation of other power steering mechanisms, but it also requires *less* turns of the steering wheel to move the road wheels. With Chrysler, $3\frac{1}{2}$ turns will move the wheels from side to side, their full travel, as compared to $5\frac{1}{2}$ turns of the steering wheel on other cars. And remember, Chrysler Power Steering does 80% of the work of turning the lesser $3\frac{1}{2}$ turns of the steering wheel.



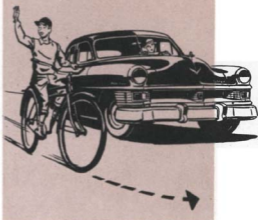
Only $3\frac{1}{2}$ turns with Chrysler compared to $5\frac{1}{2}$ turns on other cars—40% less turning.

GREATER DRIVING SAFETY

...all the time!

In traffic, and out on the highway, when safety may be a matter of a split-second, the *instant response* of Chrysler Power Steering insures greater driving safety *all the time*.

In the emergency, the wheels respond instantly, without time-lapse, *without question*, giving you such complete, absolute control of the car that you get more pleasure out of driving, with less strain, with less mental and physical fatigue, and with far greater safety, regardless of traffic or road conditions, than you have ever enjoyed before. In case of a blow-out, the automatic reaction of power steering helps to hold the car safely on the road.



INSTANT RESPONSE—NO LAG—
NO WAITING FOR POWER BUILD-UP



ABSORBS ROAD SHOCKS!

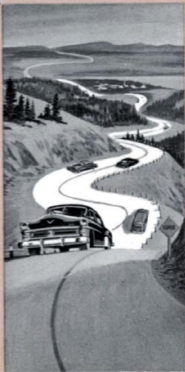
Chuck holes, railroad crossings, winter-wrecking street and streetcar tracks—and just plain old time-worn, rough roads—are no longer a menace or a “slow-to-a-snail’s-pace” speed for a Chrysler with Power Steering. The hydraulic mechanism absorbs the shocks and, with the incomparable Chrysler Oriflow Shock Absorbers, make the rough-going *easy going*. This gives not only easier riding and easier handling, but also, more comfortable, safer travel.



**LESS
DRIVING
STRAIN and FATIGUE**

...all the time!

With Chrysler Power Steering doing 80% of the work of steering the car—and, with the confidence that comes from such instant, complete driver control of the car—it is so obvious there would be much *less strain* and *driving fatigue*. All day long, and into the night, you can drive a Power-steered Chrysler for *more miles*, with *less fatigue*, and with *more enjoyment* than you have experienced in any other car before.



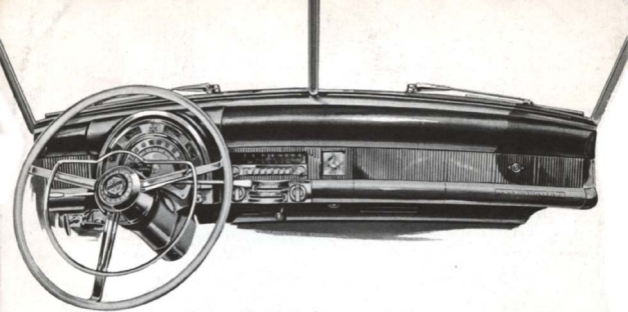
ELIMINATES *"wheel fight"*
ON ROUGH ROADS!



On rough roads, thru sand or deep snow, on the soft shoulders, you will be amazed how easily, how effortlessly, how safely you can handle the car with Chrysler Power Steering. There is no "wheel-fight," because the hydraulic mechanism blanks out the wheel deflections, keeps the car on an even keel with your hands merely resting on the steering wheel—taking it easily and safely—Power Steering does the work—all the time—not merely when you are parking the car.

**SAVES WEAR AND TEAR ON YOUR
HEART AND YOUR DISPOSITION!**

Many of the fifty thousand, and more, Chrysler owners who have driven Power Steering more than half a billion miles since it was first introduced early in 1951, are doctors. And many of these men have found out, from experience, what power steering means to those who must, of necessity, take it easy, from the standpoint of both physical and mental exertion. Chrysler Power Steering, with its effortless, relaxing, instant, certain, all-the-time control of the car, saves wear and tear on the heart and the disposition. It makes driving a relaxation—a pleasure to be enjoyed.



AMAZING! is right!

...and right here is the place for you to Learn the Difference!

Quite naturally, since Chrysler first pioneered and perfected Power Steering, others, as usual, are following. And again, there is much "painting of the lily." We suggest, inasmuch as you are the one who is doing the buying and are the *only one* who is to be satisfied, that you find out for yourself. At your convenience, your Chrysler Dealer will be delighted to let you drive a Chrysler with Power Steering so that you can, out on the road and in traffic, Learn the Difference between Chrysler *FULL-TIME* Power Steering and the new, *part-time* power steering mechanism—which is actually little more than a booster for parking—that is now being offered by other motor car manufacturers.

