



LION-HEARTED CHRYSLER



In the style that set the standard for an industry: Chrysler New Yorker 4-door hardtop in Lustre-Bond Spun Yellow

... lets you relax before you get home

At day's end your Chrysler invites you to relax. The optional Swivel Seat turns into the car with you. You lounge in your own private world. Solid, quiet, compact. Tasteful colors and fabrics and clear tempered safety glass windows surround you.

As you ease through town traffic you can appraise Chrysler's new Golden Lion engine. Strong and silent, it is even more efficient than last year's economy winner.

On the expressway, Chrysler's Auto-Pilot brings you true behind-the-wheel relaxation. This optional driver-assist holds your speed and warns if you go too fast. It also lets you cruise steadily, uphill and down, with your foot off the accelerator.

Flick on the lights as dusk gathers around you. Touch a button and be with music. This is when driving is at its best. Just you and your new Chrysler humming the miles aside.

Some day very soon, take one of Chrysler's 15 new models out on the road for a few hours.

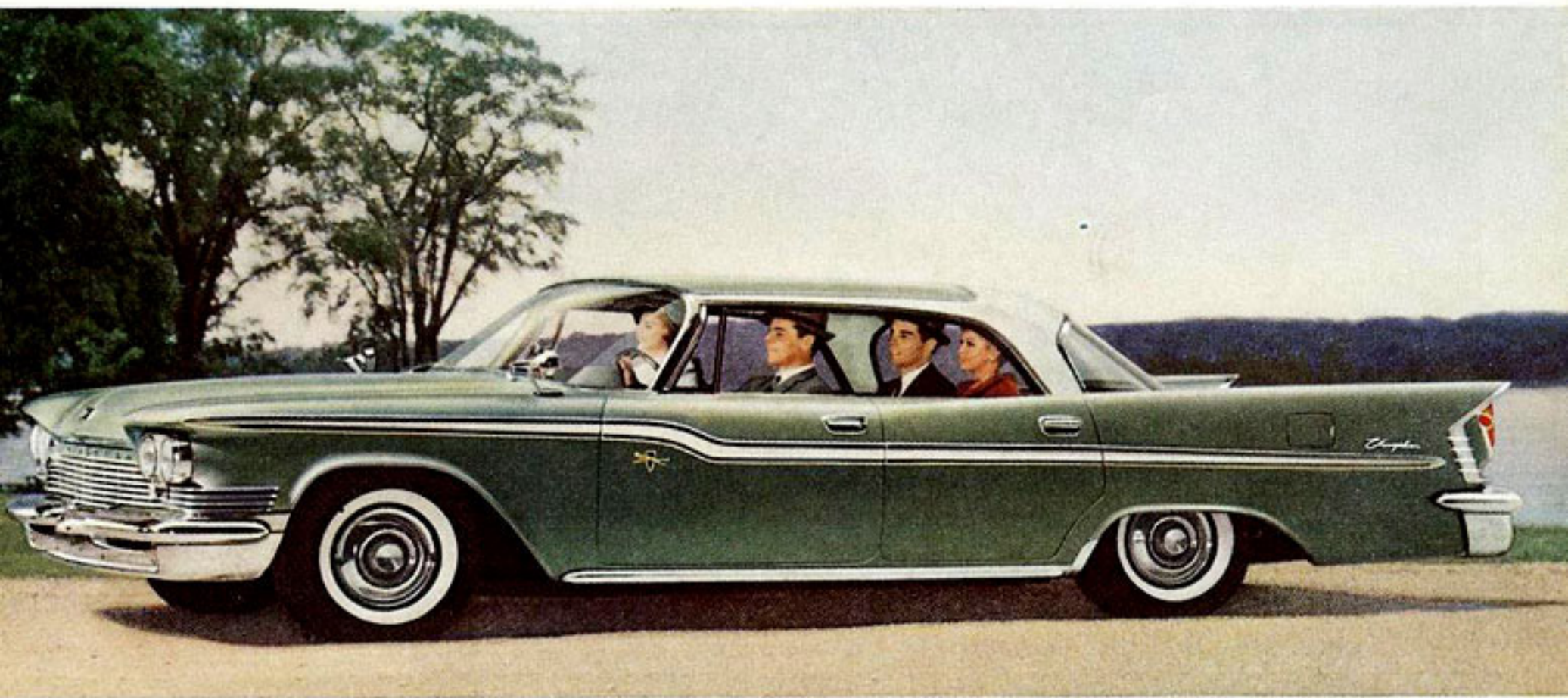
The manufacturer's suggested retail price appears on every new Chrysler model in your dealer's showroom. These prices will show you that Chrysler sets the standard for enduring value.

**LION-HEARTED
CHRYSLER '59**



Swing in... stretch out

REVEL IN CHRYSLER ROOMINESS!



In the style that set the standard for an industry: Chrysler Windsor 4-Door Hardtop in Lustre-Bond Highland Green and Ivory White.

First, consider Chrysler's style. Clean and lean and low-sweeping. Style so fresh and lively that it set an industry standard. Then discover the thoughtfulness of Chrysler's optional Swivel Seats. They swing you smoothly inside... into Chrysler's fashionable living-room world of spaciousness.

Inside Chrysler, you find the space you *really* need. Plenty of knee-flexing, arm-stretching, hat-wearing roominess that lets you relax *while* you drive!

Settle back and feel Chrysler's Torsion-Aire roadability soak up shock, take the lean out of curves. See how quietly, instantly, effortlessly Golden Lion engine power flows to the road through the pushbutton convenience of TorqueFlite transmission.

See your Chrysler dealer soon. Convince yourself that nowhere else but in a Chrysler can you find the style, roominess and performance you want in a car. It's simple to do. One drive will convince you.



lion-hearted

CHRYSLER

... setting the pace in style and comfort