



## THE CAR OF YOUR LIFE FOR THE TIME OF YOUR LIFE!

Your Chrysler is a sure escape from the everyday.

The sight of it in your driveway tingles your pride. Prods you to driving adventure you've never known before.

For Chrysler is a big car. Opens wide to welcome you, family, friends. Swallows your luggage. Wraps you in the comfortable quiet of Unibody.

It's a powerful car. 500 miles a day is a breeze. Quiet miles. Spun out V-8 smooth and with purse-pleasing economy.

Chrysler offers you fingertip driving. Transmission, radio, heater, seat adjustment are on tap at a touch. Power steering is featherlight. Auto-Pilot, the automatic driving option, holds your speed even with your foot off the gas pedal.

And your Chrysler is a superbly balanced car. Torsion-Aire ride takes the lean out of corners. Smothers bumps. Always levels with you.

Chrysler . . . the perfect getaway car. And you're closer to it than you think!

# CHRYSLER



. . . the lion-hearted





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*Presenting the completely new*

# 1960 CHRYSLER

*A look of action that lures you aboard. A return to roomy comfort other cars took away. A feel at the wheel that makes you want to drive it. Anywhere. Anytime. This is Chrysler 1960!*

**Chrysler looks new!** See newness in its gleaming grille . . . its flowing lines . . . its graceful rear deck.

**Chrysler feels new!** Automatic Swivel Seats, available on any Chrysler, swing out *automatically* as you open the door . . . swing in *automatically* when you get out.

**Chrysler drives new!** Three-dimensional AstraDome panel clusters pushbutton controls fingertip close. New Panelescent

lighting radiates a uniform, glare-free glow.

**Chrysler is new!** Body and frame are united in a single, solid Unibody construction. Stronger. Roomier. Quieter.

This is the newness of Chrysler. See it soon. Compare it to other cars. Swing inside and discover that Chrysler has actually built in *more* room for your driving comfort. Then, for the time of your life, drive this car of your life!

*This is Chrysler's greatest . . . the lion-hearted 1960 CHRYSLER*







Chrysler Saratoga 4-Door Hardtop in sizzling Toreador Red. Power steering and brakes, automatic transmission standard equipment.

*P.S. Count on us sure Sunday at 7 (thanks to the Chrysler!)*

*Marion + John:*

*A wonderful trip! the new Chrysler's so smooth, decided to drive straight through. Roger delighted til I made him give up the wheel. Just had to drive it! Love those pushbuttons. Still wish you'd both come along. Loads of room - for you and gear. Use this card for raincheck.*

*Love  
Jane and Roger*



*Mr. + Mrs. John Gahagan  
16 Quail Hollow Dr.  
Farmington  
Mich.*

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*This is a whole new kind of Chrysler. New in concept! New in construction! New in detail! Never before has a car done so much to bring excitement and roomy comfort back to driving.*

**New Unibody construction** makes Chrysler roomier—allows higher seats, wider door openings. Body and frame are constructed as a single, strong rattle-free unit.

**New AstraDome** instrument panel projects boldly toward you and clusters controls at your fingertips. New Panelescent lighting makes instruments easy to read.

**New pushbutton controls** make driving a soft touch. All the options—the Torque-

Flite automatic transmission, heater, air conditioner, radio, power windows and power seats are controlled by fool-proof pushbuttons.

**New automatic Swivel Seats**, offered on every Chrysler, swing out when you enter, swing in when you leave the car.

See the car of your life—have the time of your life testing this new kind of Chrysler. Your dealer will arrange it. Anytime you say.

*This is Chrysler's greatest... the lion-hearted 1960 CHRYSLER*

