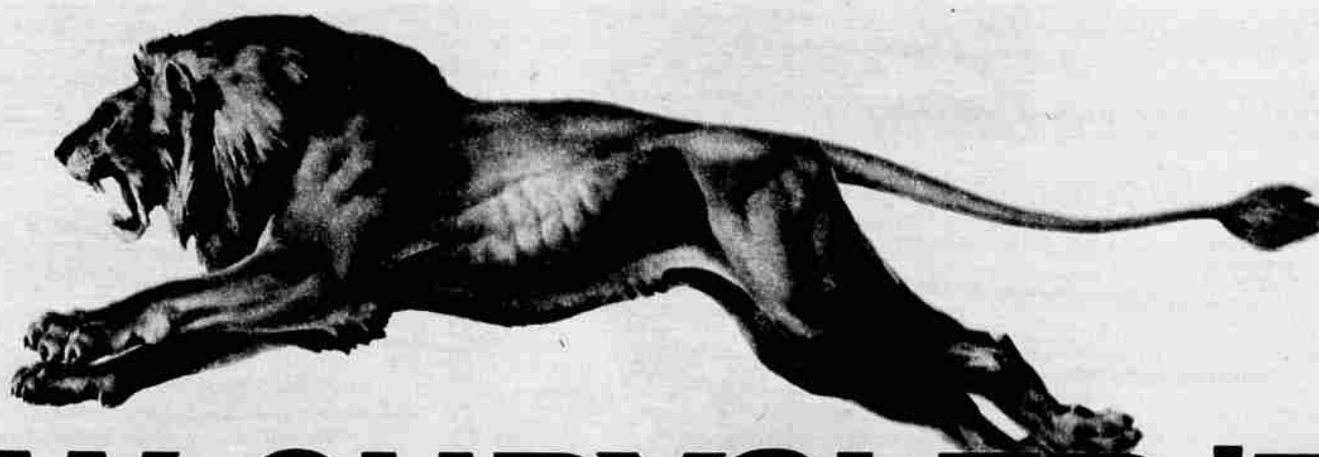


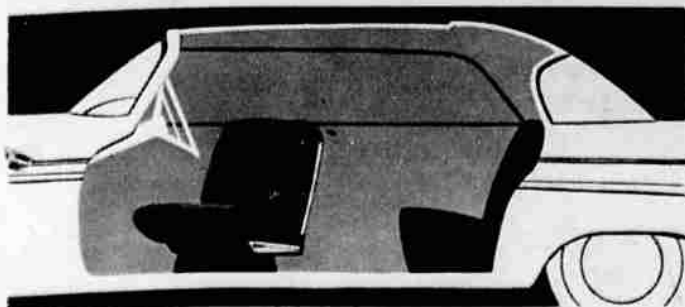


NEW CHRYSLER '59

... the lion-hearted car that's every inch a new adventure



In the style that set the standard for an industry: Chrysler Saratoga 2-Door Hardtop in Lustre-Bond Ivory White and Ballad Green.



EASY ENTRY AT BOTH FRONT AND REAR!

Swivel Seats swing you gracefully inside. New body design permits convenient entry at rear. Interior spaciousness provides the living room you need for true driving and riding comfort.

Swivel Seats tell you that this Chrysler is made for easy driving! This new option eases you behind the wheel. Your vision is clear through a huge expanse of safety glass.

So easy to turn the key, touch a button and let this lion-hearted car come alive! You'll discover big, rugged power with new Golden Lion V-8 engines. And fuel-saving performance at speeds you use most!

You ride silent, smooth and steady with sure-footed Torsion-Aire Ride. If you choose, dial the speed you want with optional Auto-Pilot. Relax. Travel foot loose . . . pedal free.

This Chrysler '59 keeps its glamor longer, too. New, super-hard Lustre-Bond enamels need only

a quick wash to restore that showroom sparkle.

You'll find it's so easy to own this lion-hearted Chrysler '59. Any one of fifteen sparkling models. Let your dealer supply the details!

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

**LION-HEARTED
CHRYSLER '59**