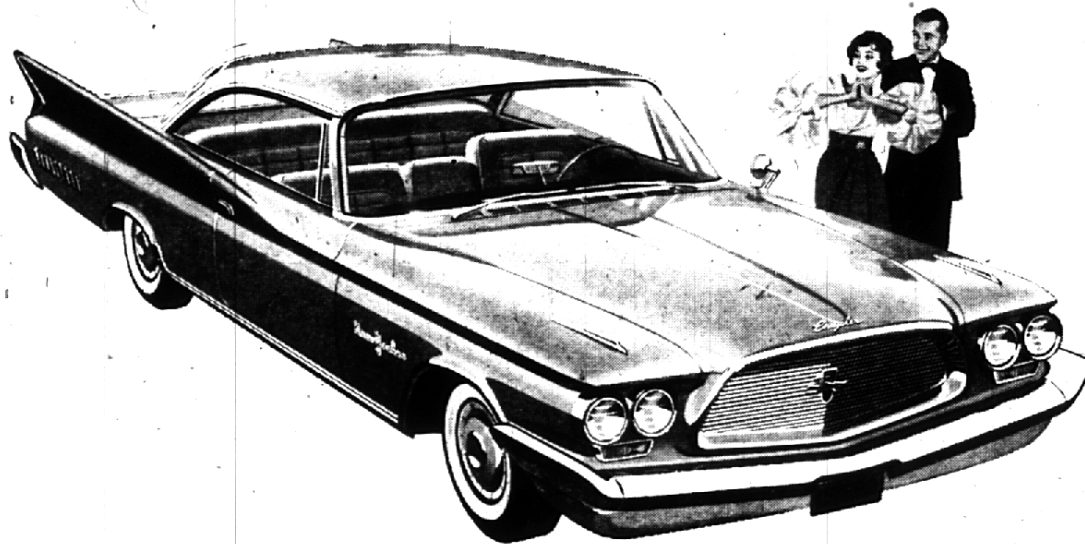


Presenting the completely new

# CHRYSLER 1960



The car of your life for the time of your life!

This is a new time . . . a new decade. Call it the "spirited sixties."

Now, into this new time comes a totally new kind of car . . . Chrysler 1960!

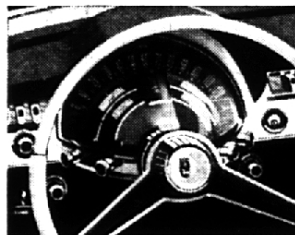
No other car is so superbly equipped to meet the demands of the "spirited sixties." In looks . . . in ride . . . in room . . . in reliability . . . in conveniences.

**New Ideas in Styling.** Bold grille. Graceful rear deck. Clean lines sheathed in Lustre-Bond . . . the hardest automotive finish known.

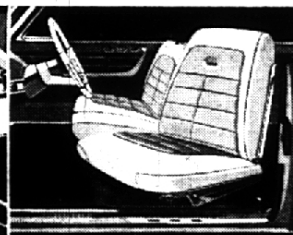
**New Ideas in Comfort.** The driver's seat has been raised . . . padded with extra foam rubber. There's more leg, knee, hip and head room. New interiors are clothed in sturdy, color-bright designer fabrics.

**New Ideas in Reliability.** This year Chrysler features Unibody. Body and frame are built as a single, rattle-free unit. Stronger. Quieter. Roomier. A new protective dipping process locks rust out of vital areas.

Get touching close to this new Chrysler soon. Compare its fresh beauty with other cars. See how Chrysler has actually built in *more room* while other cars continue to be cramped. Then take it out on the road and have the time of your life!



**New AstraDome Control Center.** It's a new, driver-centered styling note. Three-dimensional dome makes instruments instantly easy to read. At night, new Panelescent lighting gives reflection-free illumination.



**This new Swivel Seat is Automatic.** Open the door and this optional seat swings out to greet you *automatically!* When you leave the car it *automatically* swings inside. Chrysler's High-Tower seat adds comfort to your driving.

This is Chrysler's greatest . . .



## CHRYSLER

CHRYSLER DIVISION, CHRYSLER CORPORATION

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