



*New Chrysler Windsor Convertible—
Chrysler quality at an economy price.*

SWEET TEMPTATION

...your lion-hearted '59 Chrysler!

Chrysler's finest performer, the international classic that's made in America—the 300-E.



Chrysler convertibles are sunlight and adventure. In addition, their superb engineering and solid construction make them the most agile and confident cars on any road.

In Chrysler convertibles you get the entry ease of optional Swivel Seats . . . the instant action of Torque-Flite transmission . . . the safety of brawny Total-Contact Brakes . . . the economy of new Golden Lion engines . . . the control of Torsion-Aire Ride.

There are *three* new Chrysler convertibles. See them soon at your Chrysler dealer's.



lion-hearted

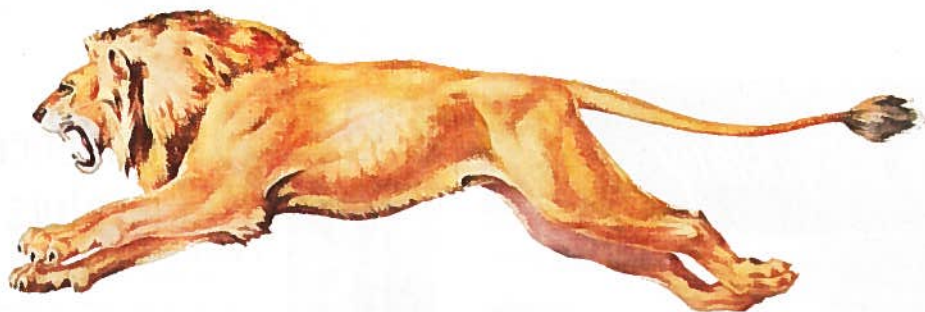
CHRYSLER

*... setting the pace
in style and comfort*

Excitement and luxury go hand in hand with the Chrysler New Yorker.



CHRYSLER DIVISION OF CHRYSLER CORPORATION



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 newly available Swivel Seat turns into the car with you. You lounge in your own private world. Tasteful colors and fabrics and clear tempered safety glass windows surround you.

As you ease through town traffic you can appraise and appreciate 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.

Take one of Chrysler's 15 new models out on the road for a few hours. Do it soon.

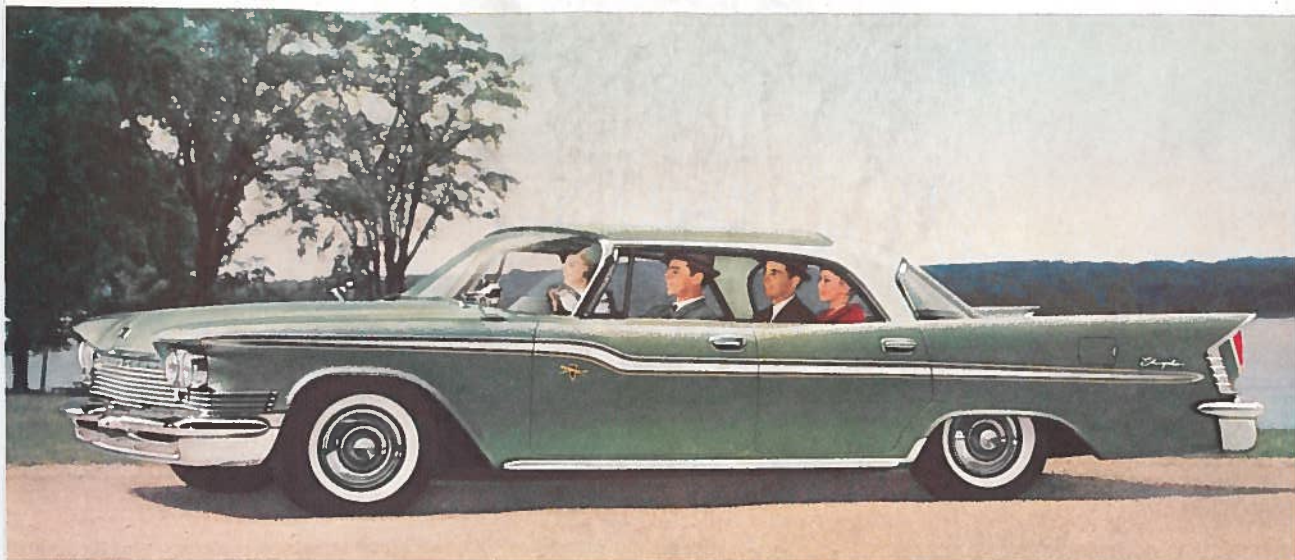
The manufacturer's suggested retail price appears on every new Chrysler model in your dealer's showroom. These prices will show you that Chrysler sets the standard for enduring value.

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



In the style that set the standard for an industry: Chrysler Windsor 4-Door Hardtop in Lustre-Bond Empire Blue and Nocturne Blue.

ROOMINESS!



The big news in '59 is roominess . . . and Chrysler's got it!

How was Chrysler able to add extra room this year when all other cars seem cramped?

(1) We made the doors wider and higher to let you in and out easily. (2) Added the option of Swivel Seats to swing you inside gracefully. (3) Raised the roof inside to give you head room. (4) Pushed the rear seat back to let you stretch out. (5) Raised the seats so your feet rest flat on the floor. (6) Snugged the seats up close to the door so you needn't take a long step before you sit down.

In a Chrysler, as in no other car this year, there's room to shift around, to rearrange yourself and get comfortable all over again. More news: trim, taut style that set an industry standard . . . the driving ease of pushbutton TorqueFlite transmission . . . the road-calming competence of Torsion-Aire Ride . . . the stop-on-a-dime safety of Total-Contact Brakes.

See your Chrysler dealer soon. See for yourself how Chrysler measures up.



lion-hearted

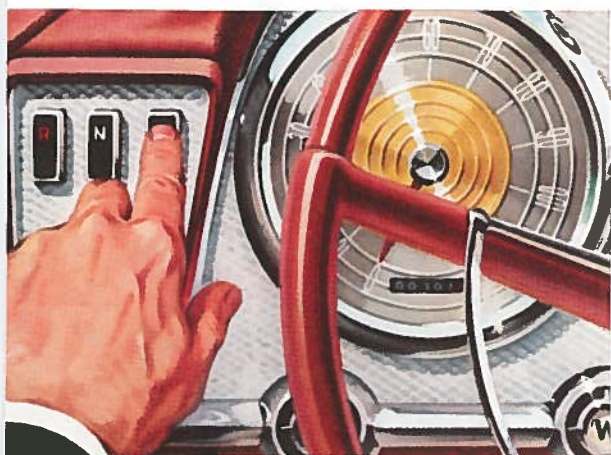
CHRYSLER

. . . setting the pace in style



EXCITING ESCAPE !

... this lion-hearted call to the open road



TOUCH a fingertip to Chrysler's pushbutton TorqueFlite transmission. Feel how smoothly, how instantly, power surges to your service.



... **AND GO** for the open road. Give this agile and adventurous car a chance to show you how exciting driving can be!

Chrysler's got the ride you want! The pushbutton action of automatic TorqueFlite transmission . . . the road-calming control of Torsion-Aire Ride . . . the economy of Golden Lion engines . . . the safety of brawny Total-Contact Brakes.

Chrysler's got the room you need! The swing-aboard ease of optional Swivel Seats . . . head room—serving both front and back . . . leg-stretching lounging room all around.

Chrysler's got the style you can be proud of! Its styling set a trend in automotive design. And Chrysler's quality construction standards give you the reliability you deserve.

See your Chrysler dealer today . . . and answer that call to the open road.



lion-hearted

CHRYSLER DIVISION OF CHRYSLER CORPORATION

CHRYSLER

... setting the pace in style and comfort

New from Goodyear...made possible by new rubbers, new chemicals, new cords:

The World's First Turnpike-Proved Tires!



Florida's 15-mile "Sunshine Skyway" over Lower Tampa Bay.

Your present tires may "get you by" around town, but not on the tire-eating turnpikes. New Turnpike-Proved Tires by Goodyear give up to 25% more safe mileage—no matter where or how you drive!

BEFORE we could build these tires, Goodyear scientists had to solve two vital problems:

Problem #1—tread rubber: At high speeds, ordinary tread rubber is literally eaten away.

But through *intimate mixing* of new chemicals and rubber molecules, Goodyear scientists found a way to produce today's longest-wearing tread rubber for today's toughest driving conditions.

Problem #2—tire cord: High-speed

heat also weakens ordinary cord. The answer? Goodyear's 3-T cord (Tyrex or Nylon). It's *triple-tempered*, under precisely controlled Tension, Temperature and Time, for toughness other cords do not have.

Proof: On Goodyear's five-mile, 140-mph test track at San Angelo, Texas, these tires *proved* they'll give you more safe mileage everywhere.

See them at your Goodyear dealer's. For every car and every budget. Goodyear, Akron 16, Ohio.



GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!

The Thunderbird Touch:
A Stereo-Tape System...Highway Pilot Control...
Overhead Safety Control Panel



Thunderbird Town Hardtop

This is Thunderbird 1966!

A new **Stereo-Tape System** is but one of many exclusive options. It surrounds you with music from four high-fidelity stereo speakers.

Highway Pilot Control is another. Mounted at your fingertips, within the spokes of the steering wheel, High-

way Pilot lets you set, retard, and resume your cruising speed at the touch of a button.

And the **Overhead Safety Control Panel**, standard on Town Landau and Town Hardtop models, has lights to remind you if fuel is low, a door ajar, or to fasten

seatbelts—and an Emergency Flasher that sets four exterior lights blinking. Thunderbird 1966 will touch your driving with total luxury. Drive one today.

Thunderbird



UNIQUE IN ALL THE WORLD



1966 Thunderbird Town Landau

The Thunderbird Touch: Stereo Tape at your fingertips...

Listen! Thunderbird for 1966 has a new, optional Stereo Tape player that adds a new dimension of pleasure to Thunderbird motoring. This unique four-speaker system plays over 70 minutes of your favorite music on an easy-to-change tape cartridge. And Stereo is only part of the news. Other

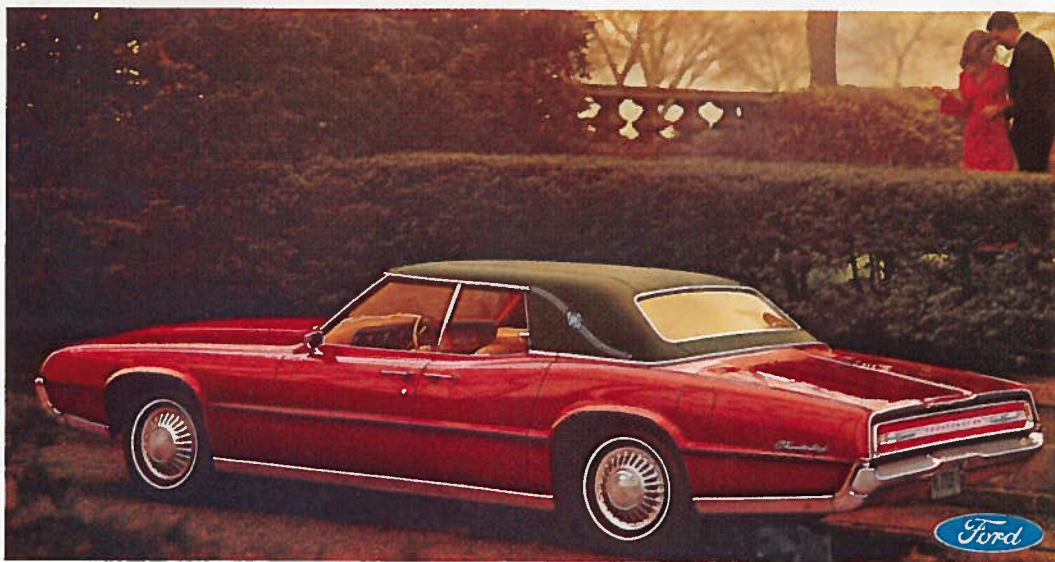
new personal touches include: new overhead push button Safety-Convenience Panel on Town models; a more powerful standard V-8 or 428-cubic-inch V-8 option. And, the incomparable styling, engineering and craftsmanship that have made this car a classic in its own time.

Thunderbird





All set to set trends...Thunderbird Luxury in 2-doors



...Thunderbird Luxury in 4-doors

Now, an historic first four-door Thunderbird joins the classic two-door for 1967. Totally new, but more Thunderbird than ever. Open the door and a Tilt-Away steering wheel automatically moves over and up for easy exits. Other standard luxuries: new dual-braking system with front power

discs; SelectShift automatic that also works like a manual when you want it to; power steering; Comfort Stream Ventilation; push-button radio; 390 cu. in. V-8. Or choose our velvet brute: a 428 V-8. Very moving experience! Enter Thunderbird's Private World, where styles start and trends get set.

'67 Thunderbird
Unique in all the world

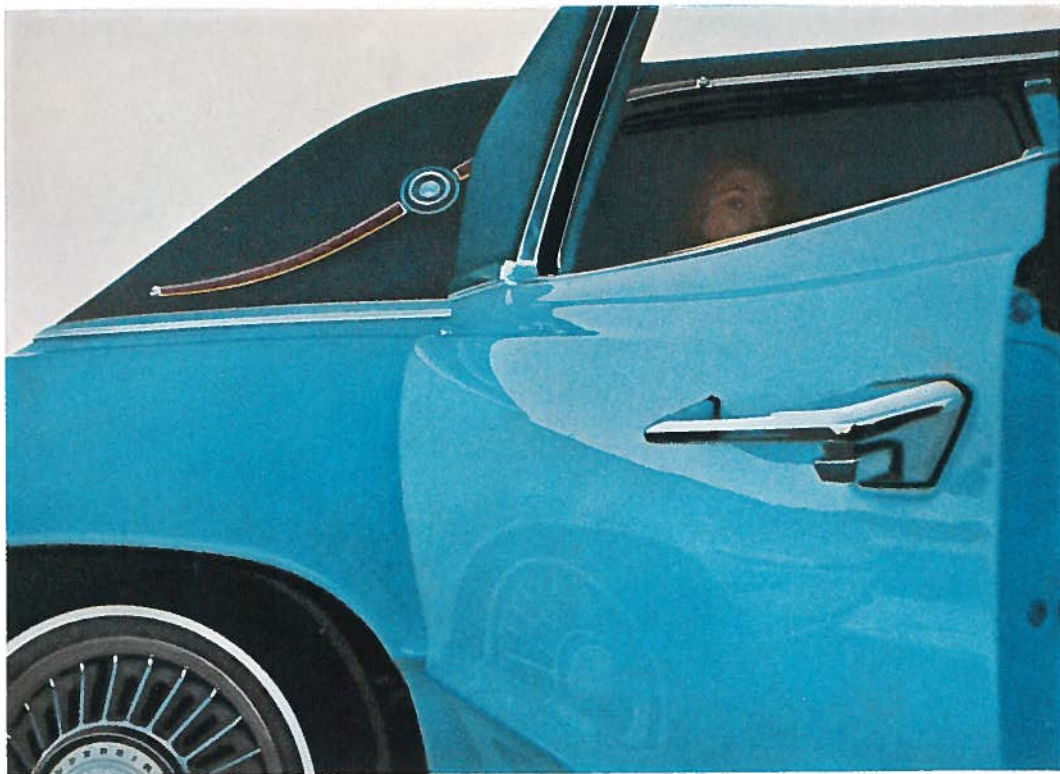


Did you know we
make a 4-door Thunderbird?

We didn't want anything
to stand in your way.

That's why we make a '67 Thunderbird with all the excitement of Thunderbird styling plus four doors for handy entering, exiting. Once again this year, Thunderbird is unique. The model with four center-opening doors, inspired by Lincoln Continental, is the one personal luxury car with this convenience. The two-door '67 Thunderbird is as singular—as breathtakingly personal—as ever. The way for you to go is clear. See your Ford Dealer.

Thunderbird
Unique in all the world



**What's so unique
about the new 4-door
Thunderbird?**

It's the one personal luxury car with four doors. The only one. Another better idea from Ford. Made especially for people who love Thunderbird's looks, but need the convenience of four doors. Now those people can fly, too. The new Thunderbird with Lincoln Continental-inspired center-opening doors makes it easy to escape from the ordinary. Drive the new four-door Thunderbird; decide for yourself whether it is as unique as we claim.



Thunderbird
Unique in all the world.



THUNDERBIRD '69. FOR THE OPEN ROAD. AND THE OPEN SKY.

Once again, Thunderbird gives you a wide-open choice of personal luxuries. Choose your roofline, seating arrangement, number of doors (2 or 4). Color. Rich interior. There's a sensational new push-button sliding sunroof. Plus dozens of other Bird options. All powered by the Thunderjet 429 V-8. Your choice. That's what it's all about. Thunderbird. Unique in all the world.



1969 Thunderbird 2-door Landau.

THUNDERBIRD

