

ANNOUNCING

PLYMOUTH - CHRYSLER - IMPERIAL

For 1959!

If It's
New—
Plymouth's
Got It!

Plymouth Styling New from Front to Rear



A new Sport Deck and slender, outward-canted tail fins capped with chrome are rear-view focal points in the all-new styling of the 1959 Plymouth. This Fury 2-door hardtop, like all 1959 Plymouths, has new styling from bumper to bumper and road to roof. Smart new interiors are color keyed to body colors, and new super enamel assures longer life for the body finish. All Plymouth models have improvements which reduce operating costs and at the same time improve performance.

On Display
In Our Showroom
Thursday
October 16

If It's Style — Chrysler's Got It!
If It's Comfort — Imperial's Got It!
If It's Price — We've Got It!

1959 Chrysler Powered by New Engine



The 1959 Chrysler Windsor two-door hardtop is powered by an all new 305 horsepower Golden Lion 383 engine and features advanced styling which includes a new two-tone roof design. Push-button air-conditioner and heater controls, advanced torsion bar suspension, and an extra large rear window are among its features. Swivel front seats, True-Level rear air suspension, and electronic rear view mirror are optional.

See The
New
Chrysler
and
Imperial
FRIDAY,
OCT. 24

1959 Imperial Offers Advanced Styling



The 1959 Imperial sedan is one of four body styles produced in the new Imperial plant in Detroit. It has a new 350-horsepower engine, increased interior room for passengers and many new optional comfort features including front swivel seats. Imperial also builds four-door and two-door hardtops and convertibles.

*Now Back In Our Former Building
On Highway 421 West Of Boone*

HIGHLANDER MOTOR COMPANY

IMPERIAL — CHRYSLER — PLYMOUTH

Sales and Service

Highway 421, West Boone — Telephone AM 4-3751