

## THE DEPENDABLES: SUCCESS CARS OF '64



Choice seats now available . . .



for the best show on the road

Time was when such fineries as bucket seats, tachometer, and console-mounted gear selector were meant only for the country club set. No longer. The introduction of the 1964 Dodge Polara with special "500" sports option changes all that.

Here's a bucket seat beauty that takes a back seat to nobody—not in style! Not in comfort! Not in price! This lavishly equipped sports courier is priced with traditional low-priced cars, and it comes

in two models—convertible (shown above) and 2-door hardtop.

Add a four-on-the-floor fully synchronized transmission, if you like. Or, the famous Dodge 3-speed Torqueflite automatic, console mounted. They're extra-cost options, sure. But when you're talking Dodge Polara 500, you're still talking about figures no higher than on models of Ford or Chevrolet. That, in a word, is value...the extra Dodge never charges extra for. You'll find it at your Dodge Dealer's.

# '64 Dodge

DODGE DIVISION  CHRYSLER  
MOTORS CORPORATION

## THE DEPENDABLES: SUCCESS CARS OF '64



**The great impostor**



**The real McCoy**

These two performers have got quite an act. Look closely at the one on top. The great impostor. A handsome hardtop with all the excitement of a convertible. The original vinyl covering does it—gives it a distinctive, custom-tailored, sophisticated appearance. Regal. Travels in the best of circles—or out on the straightaway.

The quick-change artist in the bottom picture is the Polara 500 Convertible. Loves to put on airs, but underneath it all, is loaded with fun. Buoyant bucket seats, ready-for-action console and the biggest standard V8 in the low-priced field. Sporty as they come—and a sun worshiper from the word go.

But with either of these new Dodges, the price sticker's the real kicker—makes it as easy to own one as it is to drive one. No wonder Dodge has been leading the industry in percentage of sales increase for fifteen months in a row.

Why don't you get in the act? See your Dodge Dealer. Pick the model you want—then wait for the applause.

# '64 Dodge

DODGE DIVISION



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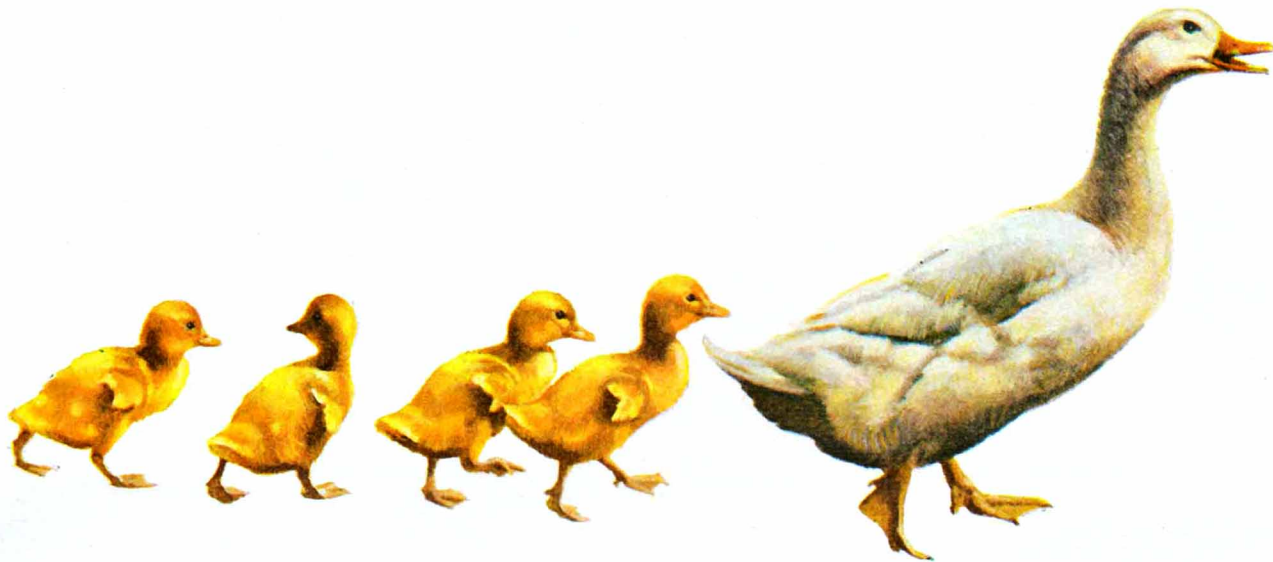
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**\$100,000 SWEEPSTAKES**

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## THE DEPENDABLES: SUCCESS CARS OF '64



**Not all leaders are born**



**some are made**

The rather handsome car above is what you might call a two-time winner. Dodge is leading the nation in percentage sales increase for the second straight year.

It's also called a 1964 Dodge. Or the low-priced car that doesn't look like one or feel like one. People who have bought one, and who, incidentally, are trading in all kinds

of other cars in record numbers, say they like: 1. The looks. 2. The roomy and rather posh interiors. 3. The extra savings of its famous Slant Six. 4. The lively V8 that goes on regular gas. 5. The self-adjusting brakes and 32,000-mile interval between major grease jobs. 6. The solid way it's put together—with a fully unitized, rust-protected body.

7. The price (right with Ford and Chevy). 8. The way their Dodge Dealer does business.

If these seem like pretty good reasons for buying a car, join the swinging set of trend-setters that is changing the look and feel of the low-price field. You'll find them at your Dependable Dodge Dealer's. He's just around the corner.

# '64 Dodge

DODGE DIVISION



**CHRYSLER**  
MOTORS CORPORATION



See Bob Hope and the Chrysler Theatre, NBC-TV, Fridays

One of the cars from Chrysler Corporation: the Dodge Polara 500

## What do Chrysler Corporation cars have that the others don't?

**A five-year/fifty-thousand-mile warranty. A history-making warranty that covers both parts and labor. A warranty that can go with the car when you sell it. A warranty that can increase trade-in value.**

**Only Chrysler Corporation cars are built well enough to carry a warranty as strong as this. A good thing to remember the next time you buy a new car.**

**How our 5-year/50,000-mile engine and drive train warranty protects you:** Chrysler Corporation confidently warrants all of the following vital parts of its 1964 cars for 5 years or 50,000 miles, whichever comes first, during which time any such parts that prove defective in material and workmanship will be replaced or repaired at a Chrysler Motors Corporation Authorized Dealer's place of business without charge for such parts or labor: engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excepting manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings. **REQUIRED MAINTENANCE:** The following maintenance services are required under the warranty—change engine oil every 3 months or 4,000 miles, whichever comes first; replace oil filter every second oil change; clean carburetor air filter every 6 months and replace it every two years; and every 6 months furnish evidence of this required service to a Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and your car's mileage. Simple enough for such important protection.

PLYMOUTH DODGE CHRYSLER IMPERIAL



**INTRODUCING THE DEPENDABLES FOR '64**



**We used to win automatically**



**Now you have a choice**

Winning on the strip with Dodge has been as easy as pushing a button and putting your foot down. Thumb through the record book and you'll see what we mean. The Dodge Ramcharger (with three-speed automatic transmission) owns nearly every strip it's touched a slick to. And that's still the case.

But now we've got a hot new four-on-the-floor for you. It shifts smoothly, precisely. All forward gears on this do-it-yourself go-box

are fully synchronized. This one is just itchin' to transmit all of that power up front to the pavement below.

And speaking about "up front," Dodge stables a wide choice of horsepower. Five V8's in all, ranging from a big 318 cubic inch standard V8 to a hot and hairy 426 cubic inch job. Automatic or do-it-yourself—if you go for action, get with the 1964 Dodge. The man to see is the man who's got it—your nearby Dodge Dealer.

**Hot '64 Dodge**

DODGE DIVISION  CHRYSLER  
MOTORS CORPORATION

**INTERNATIONALS**  
HOT ROD ASSOCIATION



## 7 things to think about during a dragstrip race. Thinking time: 12 Seconds

On paper, dragstrip racing—America's latest million-fan sport—might seem to be just a question of pressing down hard and steering straight.

Run down a quarter-mile straightaway, it's all over in a matter of seconds. But a driver has a lot to think about. Fast.

Like: keep car in low gear, clutch in, rev engine, concentrate on Starting Light. Yellow, Yellow, Yellow. Green—Go.

Half-throttle off the line. Feed in the clutch. Don't "break loose."

Push the pedal to the pavement.

Listen to the engine and exhaust. Watch the tach. Feel the push against my back. Stab the clutch, pull the gear lever hard into second.

Watch that tach. There. The tires are getting a bite now—6500 RPM already—stab the clutch and jam the gear lever into third.

Watch that tach—last shift into high.

Finish line ahead. Break the beam. Elapsed time of run: under 12 seconds.

Winner: probably a car from Chrysler Corporation. Chrysler Corporation cars have a fabulous record in dragstrip racing. (A cleansweep in the recent national championships.) Testament to the drivers' skill. And to the excellence of Chrysler engineering, developed over years of research and testing. Demonstrated by our 1964 cars that handle easier, respond faster, and deliver better in every way.

*Plymouth • Dodge • Chrysler • Imperial*



**CHRYSLER  
CORPORATION**

Visit Chrysler Corporation's "Autofare" at the N.Y. World's Fair