



## MOVE UP TO CHRYSLER '64

Engineered better . . . backed better than any car in its class

The car pictured above is a 1964 Chrysler 300 2-Door Hardtop. Like every new Chrysler it is warranted\* for five years or fifty thousand miles. That's a lot of miles and a lot of years. How can you back a car so solidly? Engineer it that way. Build it that way. Here are some other things you'll like about this sporting breed from Chrysler. The bucket seats are standard. And you'll notice the passenger's bucket seat reclines. Also, the V-8 that powers the 300 is not exactly something your maiden aunt would like to step into. But you would. Go see your Chrysler dealer. Move up to the crisp good looks of a 300 today.

**\*Solid protection for a solid investment . . . 5-year—50,000-mile warranty.** Chrysler Corporation warrants for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1964 automobiles, provided the owner has the engine oil changed every 7 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

BE SURE TO WATCH BOB HOPE AND THE CHRYSLER THEATER, NBC-TV, FRIDAYS

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## What's a sports car rally champ doing in a '64 Chrysler?

What would you drive after beating the world's finest road cars in a specially prepared '63 Chrysler—and winning the Sports Car Club of America Rally Championship? Scott Harvey's got the answer. The latest edition of the machine that did the job for him in '63... the 1964 Chrysler 300. (Shown above.) This one's as hot as its predecessor, with all the engineering stamina great automobiles are made of.

Its vital, moving parts are protected by America's longest engine and drive train warranty,\* 5 years or 50,000 miles. Drive a Chrysler at your nearest Chrysler dealer's. Prove to yourself it's engineered better... backed better than any car in its class. Then get set for a surprise. Chrysler prices start lower than you think. **MOVE UP TO CHRYSLER**

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# Did you ever drive 82,000 miles in 10 months?



## R. P. Jackson did.

R. P. "Red" Jackson, Sioux Falls, South Dakota, not only covered 82,000 miles in 10 months—he did it all in one car. A Chrysler.

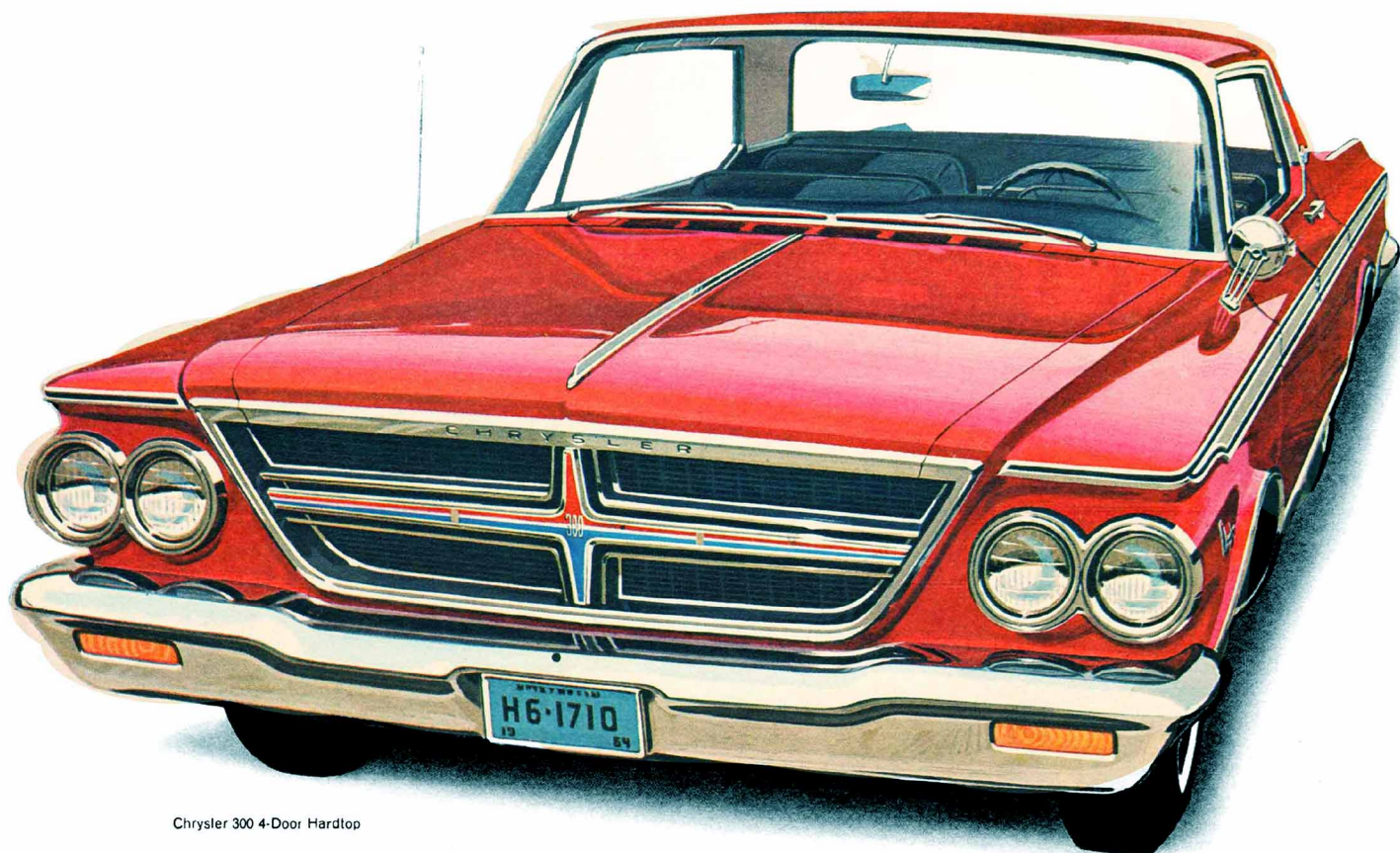
"Red" drove through 15 states including Alaska, the Northwest territory and Canada's western provinces. Over some of the roughest roads in the world.

Yet he needed repairs only once—to replace a rear wheel bearing. And his dealer took care of that.

Now he's off again, in the only car he trusts—a Chrysler, a '64.

If you'd like a big, tough car that looks as good as the one below—see a Chrysler dealer. A Newport 4-door sedan similar to Mr. Jackson's has a manufacturer's suggested retail price of \$2901, before state and local taxes, destination charges, options. Interested? **CHRYSLER: engineered better than any car in its class**

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Chrysler 300 4-Door Hardtop

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## The 1964 Chrysler Salon has more standard equipment than a Rolls.\*

This is Chrysler's finest. The world's most completely equipped automobile. Begin with the usual power assists: automatic transmission, power brakes, power steering. Then add a six-way power seat, power windows, even power door locks. Air conditioning. An all-transistor AM/FM radio. Rear-seat speaker. Auto-Pilot. A reclining front seat. Adjustable headrests. Rear-seat reading lamps. Sofa-size

seats lavishly cushioned in foam rubber, upholstered in genuine leathers and fitted needlepoint brocade. A distinctive canopied roof. Thirty other luxury and engineering features. The Chrysler Salon carries a 5-year/50,000-mile engine and drive train warranty,† America's longest. See it today. At your near-  
by Chrysler dealer's. **MOVE UP TO CHRYSLER**

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\*Based on current published information on standard-equipped Rolls-Royce Silver Cloud Saloon.

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Engineered better . . . backed better than any car in its class

The 1964 Chrysler New Yorker. Most luxurious Chrysler built. Clean. Crisp. Handsome. Designed for those who want more than ordinary luxury. Engineered by men who have accounted for more "firsts" than any automobile maker. So well built the vital moving parts are warranted for 5 years or 50,000 miles. (Details below.) Power steering, power brakes, TorqueFlite automatic transmission are standard equipment. So is the rich Jacquard upholstery, pull-down center armrests, even a carpeted luggage compartment. There's more if you want it. Example: an optional steering wheel that adjusts up and down to seven positions. See your Chrysler dealer today. Move up to Chrysler '64.

**Solid protection for a solid investment . . . 5-year—50,000-mile warranty.** Chrysler Corporation warrants for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1964 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

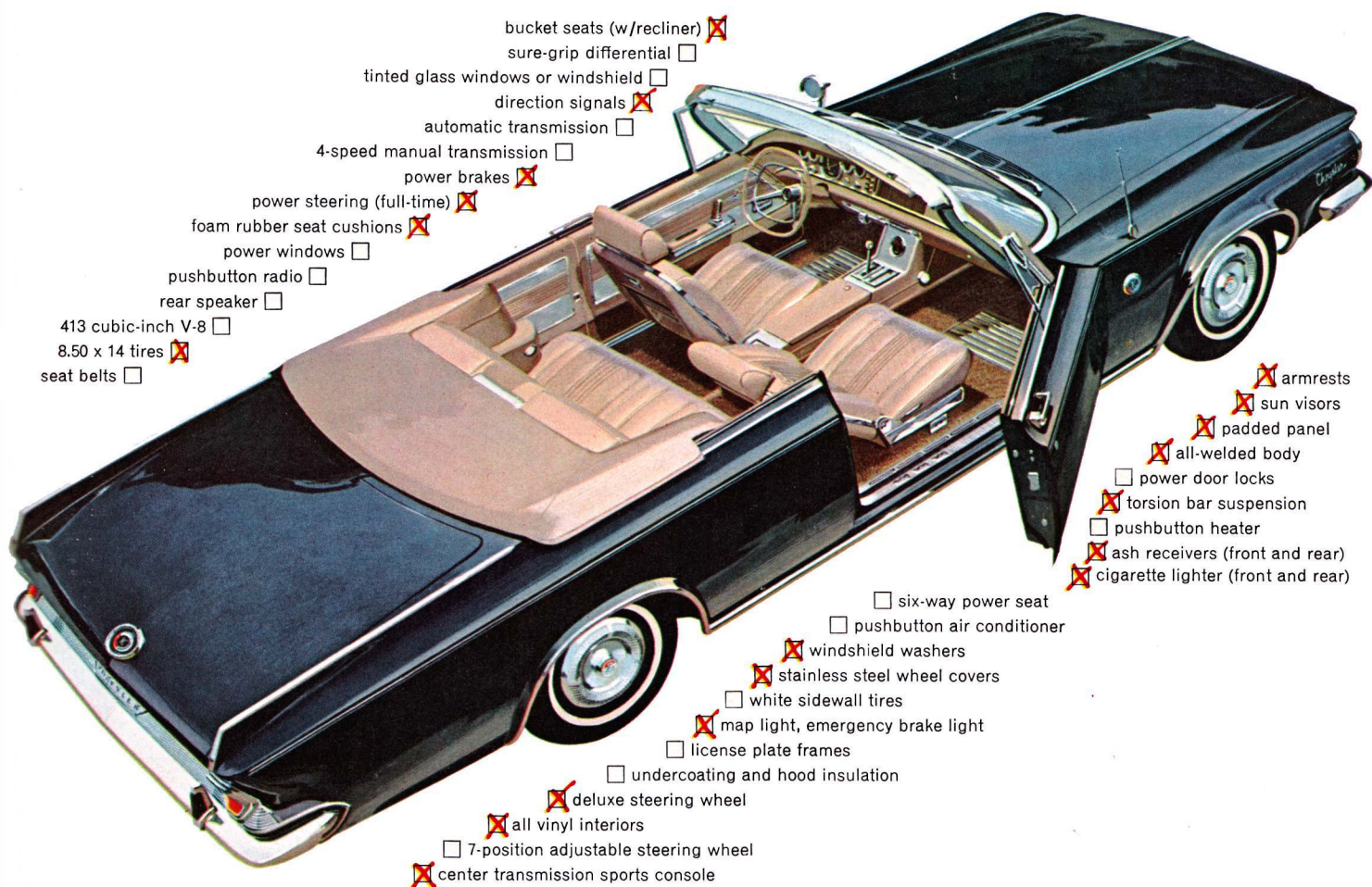
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## Custom build your own 300-K

Look over the features listed above. "X" the ones you might like. Notice that the important ones are almost all "X"ed anyway. They're standard on Chrysler's sports-bred 300-K. A lot of automobile, with 40 years of engineering leadership behind it. The "K" is one of America's few Gran Turismo automobiles. It's warranted for 5 years or 50,000 miles. Read the details below. Then talk to your dealer. He's ready. So is your 300-K. **Move up to Chrysler: engineered better . . . backed better than any car in its class.**

## CHRYSLER '64

**5-year—50,000-mile warranty.** Chrysler Corporation warrants, for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1964 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

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## Silver threat among the bold.

Don't be fooled by the cool silver paint job. Or the fancy bucket seats. Or the eye-catching roof treatment. Under the glamour, Chrysler's new Silver 300 is a tiger. Here's how you can tell:

Stomp on it. It stomps back. 383 cubic inches of V-8 torque flattens you snug in the seat. Move into a tight corner, you feel two tons of big, comfortable Chrysler stick like a leech. That's a small hint of what our new silver threat is all about.

When we say sports car, we mean SPORTS CAR. You don't have to baby this brute with the black vinyl top. It's a Chrysler and that means mechanical excellence that's backed by forty years of engineering leadership.

Our new Chrysler Silver 300 is waiting for you, at your Chrysler man's showroom right now. Why not go see it? Drive it. But don't be surprised if it snarls.

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## Engineered better...backed better than any car in its class.

Chrysler engineering means different things to different people. It's a "look" to some. Crisp, clean and handsome, with no excess chrome to clutter up its fine lines. To others, it's the confidence that comes with a 5-year/50,000-mile engine and drive train warranty\*, the longest in the business. To still others, Chrysler engineering is luxury. Deep comfort. Spaciousness. Quiet opulence. And to all, it's a symbol of the best to be

found in a prestige automobile: an unmatched reputation for mechanical excellence. A one-piece, all-welded body; the biggest brakes in Chrysler's class; and a road-hugging torsion-bar suspension are a few examples of what's behind it. It costs no more to get more in the medium-price field —so why not see your neighborhood Chrysler dealer today. **MOVE UP TO CHRYSLER**

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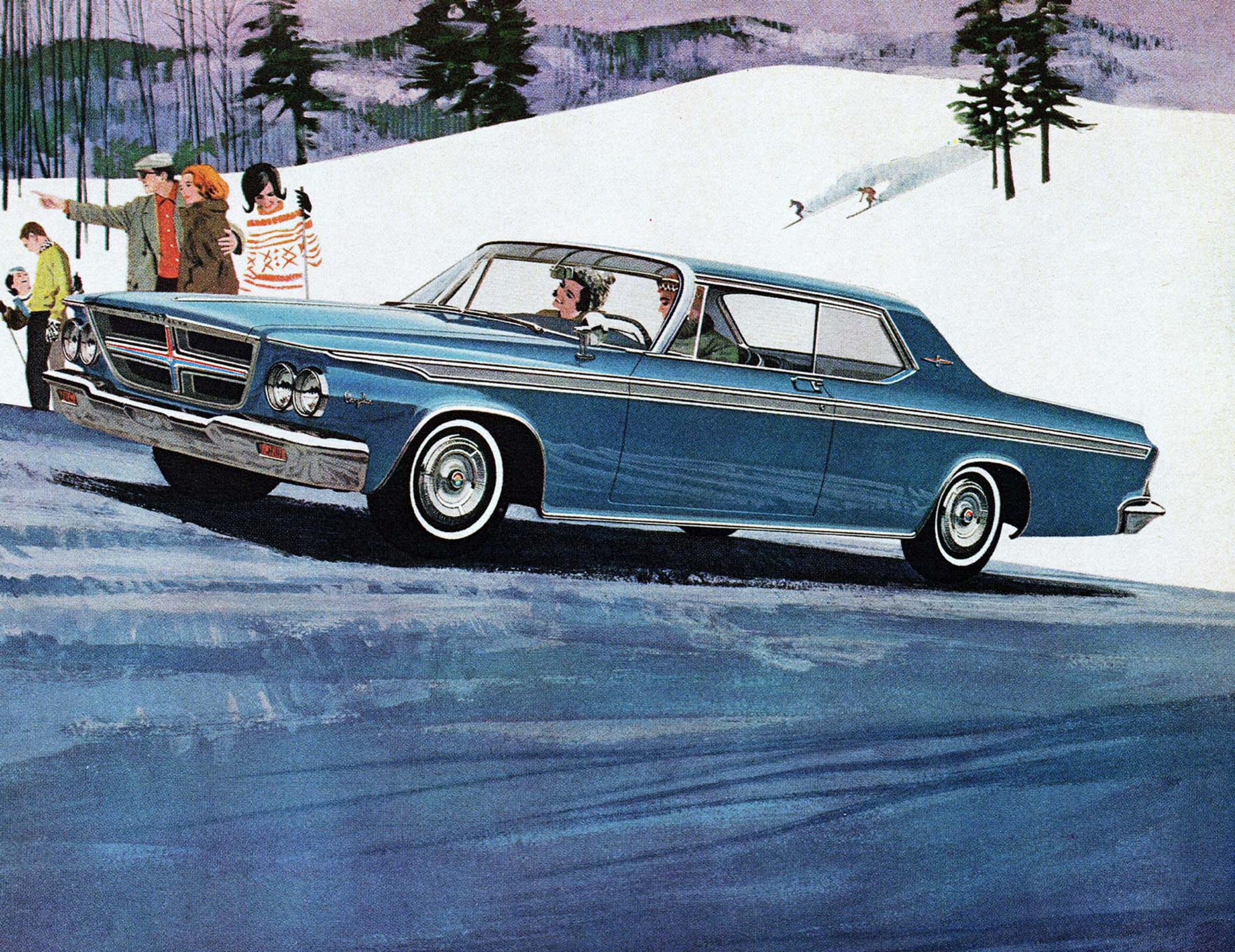
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Engineered better . . . backed better than any car in its class

What kind of people buy Chrysler's clean, crisp and handsome 300? Two kinds. Those who like their performance. Those who like their comfort. Or both. Comfort comes with deep bucket seats, the kind that take the aches out of a 600-mile day. (The one on the passenger side reclines in 5 positions.) They're standard on every 300. So's Chrysler's sports-bred performance. And of course there's 5 years or 50,000 miles of warranted\* protection for hundreds of vital moving parts. Look a 300 over at your nearby Chrysler dealer's today. That's about the only place you'll catch one standing still.

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