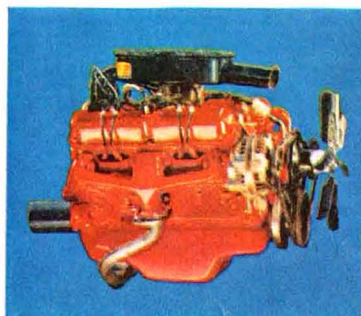


Valiant/V-8 style



**Now Valiant is the lowest-priced V-8 in the U.S.A.
—and it couldn't happen to a better all-around compact!**

Now—all the zoom-power any compact driver should ever need or want... with a new 180-hp V-8! Valiant drivers have a choice of three engines: the standard 170-cu.-in. "six," the optional 225-cu.-in., 6-cylinder engine or the new V-8, a 273-cu.-in. powerhouse. There's more to Valiant, of course. Such things as styling



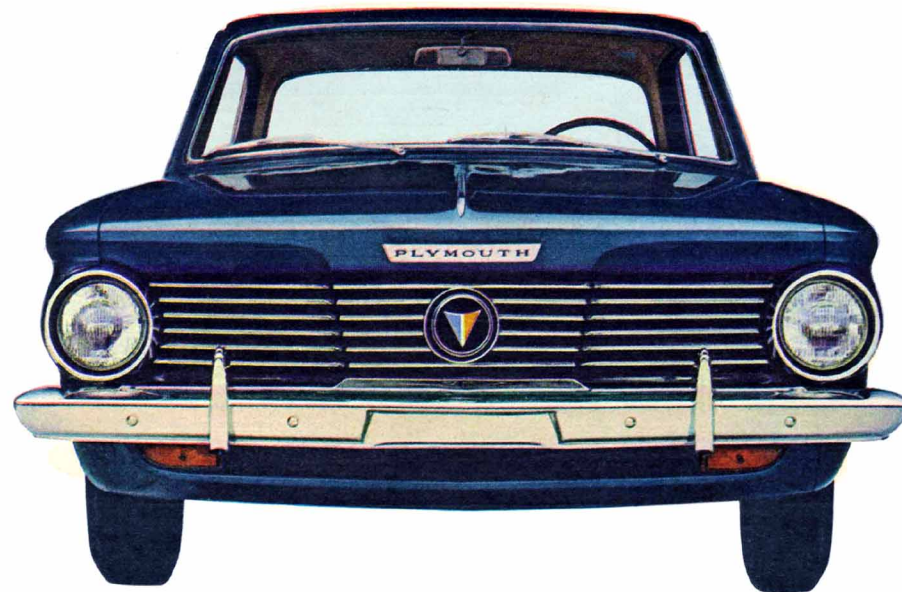
you can proudly park anywhere. Such happy-go-sporty options as a vinyl-capped hardtop and the 4-on-the-floor stick with Hurst linkage. And the price makes Valiant/V-8 style America's lowest-priced V-8.* If you need more reasons before you buy, see your Plymouth-Valiant Dealer. **Best man to see—your Plymouth-Valiant Dealer.**

*Based on Manufacturers' Suggested Retail Prices, exclusive of state and local taxes, if any, destination charges and optional equipment.

PLYMOUTH DIVISION



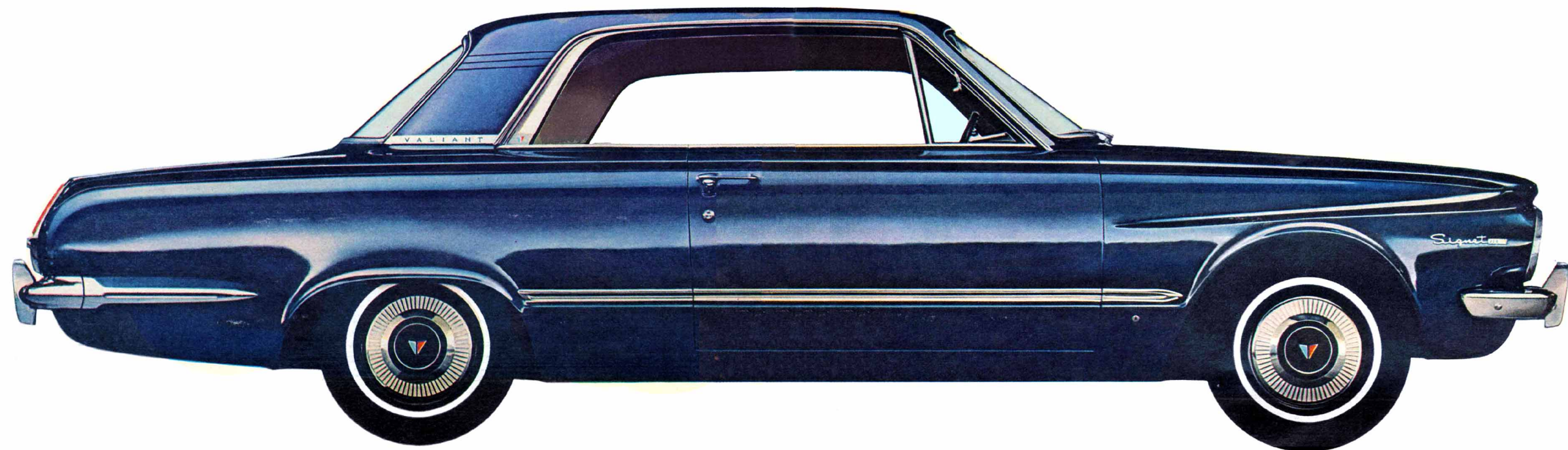
CHRYSLER
MOTORS CORPORATION



This smart-looking 1964 Valiant



is a hummer in its own right



and it's the low-priced compact

with a 5-year/50,000-mile warranty*.

***HERE'S HOW VALIANT'S 5/50 WARRANTY PROTECTS YOU:**

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.

It would take an awful lot of compact to top Valiant/64 style. Take styling. The new Valiant is newest coming at you. A completely redesigned grille makes as nice a first impression as you could ask for. Valiant leaves town in style, too: check the new rear-end above. All around the car, there is more character than compacts are supposed to have. Take performance. The

new Valiant takes it seriously. Its standard 101-hp engine is where the word "hummer" comes from. Its optional 225-cu.-in. engine is where the word "good-bye" comes from. Take quality. A 5-year/50,000-mile warranty* guards the performance of the new Valiant. That's one way of putting quality in writing. Low price is the new Valiant's wrapper-upper. At its starting price,

you could do a lot of looking around and never come up with a better all-around value. So give the new Valiant a close look. You'll find it at the same place you'll find the new Plymouth... **BEST ALL-AROUND COMPACT VALIANT/64 STYLE** at your Plymouth-Valiant Dealer's!

See Valiant in action on "The Bob Hope Show," the "World Series" and "The Huntley-Brinkley Report"—NBC-TV.

PLYMOUTH DIVISION  **CHRYSLER**
MOTORS CORPORATION

PRICE BULLETIN FROM VALIANT...



\$2340*...America's lowest-priced convertible...



\$1910*...Lowest-priced sedan in the line...

WIN TWO WEEKS IN EUROPE—PLUS A NEW CAR!
It's our big "5 or 50 Sweepstakes"—and there are more than 20,000 prizes waiting to be won. First prize: two weeks for two in Paris, London, Rome, plus a new car when you get home. Nothing to buy, no obligation. Sweepstakes closes Feb. 16, so better hurry! (This Sweepstakes void in Florida, Nebraska, New Jersey, Missouri, Wisconsin, where a special contest is being held, and in any other place where void by law.) See your Plymouth-Valiant Dealer for details.
See Valiant in action on "Empire"—NBC-TV.

PLYMOUTH DIVISION  **CHRYSLER**
MOTORS CORPORATION



\$2230*...America's lowest-priced bucket-seat hardtop...



\$1973*...Valiant's lowest-priced 4-door sedan...

VALIANT PRICES NOW START LOWER THAN 8 AMERICAN COMPACTS... AND VALIANT IS GUARANTEED LONGER THAN ANY OF THEM**. . . America's newest compact is now just about the lowest-priced car made in the U.S.A. And if that won't do it, Valiant also carries America's longest and best new-car warranty—5 years or 50,000 miles! So get next to The New Valiant. Compare it up and down for price, looks, performance, ride, handling, luxury, quality—you name it. This is Valiant's vintage year! See your Plymouth-Valiant Dealer for the . . . Best all-around compact anybody has come up with yet . . . VALIANT!

*Manufacturer's Suggested Retail Prices for Valiant V-200 convertible, Signet 200 hardtop, V-100 2-door sedan and V-100 4-door sedan. Destination charges, state and local taxes, if any, whitewall tires, bumper guards extra. Wheel covers extra on V-100 models. Convertible and hardtop comparisons based on lowest-priced currently available competitive convertibles and hardtops. **Your Authorized Plymouth-Valiant Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair, without charge for required parts or labor, for 5 years or 50,000 miles, whichever comes first, on the engine block, head and internal parts; transmission case and internal parts (excluding manual clutch); torque converter, drive shaft, universal joints (excluding dust covers), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Plymouth-Valiant Certified Car Care schedules.