

THINGS THAT
EVEN DADS
DON'T KNOW ABOUT...



MISSILES,
CHEMICALS,
AIR CONDITIONERS AND
LOTS OF OTHER THINGS
(CARS, NATURALLY)
MANUFACTURED BY
**CHRYSLER
CORPORATION**

BILL WEAVER OF DETROIT, MICHIGAN, GETS A ONCE-IN-A-LIFETIME CHANCE TO SEE WHAT GOES ON INSIDE ONE OF THE WORLD'S LARGEST AUTOMOBILE COMPANIES... INCLUDING A SPECIAL PREVIEW OF THE NEW 1960 CARS.

BILL ARRIVES
HOME ALL EXCITED
ABOUT THE MOST
THRILLING EXPERIENCE
IN HIS LIFE...
A GUIDED TOUR
THROUGH THE HUGE
CHRYSLER
CORPORATION



AND HERE'S THE COMPLETELY NEW DODGE PART...IT'S IN THE DODGE FAMILY, BUT IT'S LIGHTER WEIGHT, NOT QUITE AS LONG, AND PRICED WITH THE THREE LEADING CARS IN THE LOW-PRICED FIELD.

BOY—OH, BOY!



PLYMOUTH'S NEW AIR-SCOOPED FENDER INSERT



DODGE'S DOUBLE-BARRELLED TAILLIGHT SETS...



DESOTO'S LONG, SMOOTHLY CURVING FLOW OF METAL, LIKE THE WAVE ON A BEACH...



CHEVROLET'S SPORTS CAR TYPE GRILLE—AND FLYING Y TAILLIGHTS.



AND OF COURSE, THE FAMOUS IMPERIAL'S SUNGLIGHT TAILLIGHTS!

ALL 1960 CHEVROLET CORPORATION CARS ARE STYLED IN THE NATURAL LINES OF MOTION—NO UNNECESSARY "GINGERBREAD" STUCK ON. EACH HAS A PERSONALITY OF UNIQUE TOUCHES THAT SETS IT APART FROM ANY OTHER CARS.

"THE STYLING OF OUR NEW 1960 CARS BEGAN WITH WIND TUNNEL TESTS. LITTLE TUFTS OF YARN ATTACHED TO 1/8 SCALE MODELS SHOWED THE BASIC DESIGNS THAT HAD THE LEAST AIR DRAG. FROM THESE EXPERIMENTS...



"OUR STYLISTS CHOSE THE MOST ATTRACTIVE DESIGNS. FULL SIZE MODELS WERE BUILT SHOWING EVERY DETAIL AND...



"WITH THE USE OF AEROSOL TWO BODY STYLES CAN BE SHAPED FROM ONE CLAY."

"THEN, HAND-MADE, FULL-SIZE CARS WERE MADE AND TESTED DAY AND NIGHT AT OUR 4,000-ACRES PROVING GROUNDS!"

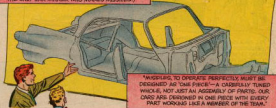


HOP IN THIS PLYMOUTH AND LISTEN CLOSELY—YOU CAN'T HEAR A RATTLE OR A SQUEAK OR ANY OF THE USUAL ROAD NOISES. THAT'S BECAUSE OF **UNIBODY CONSTRUCTION**—IT'S WHAT GIVES OUR CARS THE BIG DOORS, EXTRA ROOM INSIDE AND A LOT MORE ADVANTAGES, TOO!



IS THAT THE SAME AS "UNITIZED" CONSTRUCTION?

"NO, SIR! IN **UNIBODY CONSTRUCTION** THE BODY AND FRAME FLOW TOGETHER AS ONE WELDED WHOLE. IT'S SOMEWHAT RELATED TO CHRYSLER CORPORATION'S EXPERIENCE IN **SPACE-AGE ENGINEERING**. (WE'RE THE ONLY CAR-MAKER WHO MAKES MISSILES.)



"MISSILES, TO OPERATE PERFECTLY, MUST BE DESIGNED AS 'ONE PIECE'—A CAREFULLY TUNED WHOLE, NOT JUST AN ASSEMBLY OF PARTS. OUR CARS ARE DESIGNED IN ONE PIECE WITH EVERY PART WORKING LIKE A MEMBER OF THE TEAM."

THAT'S WHY YOU'RE SURROUNDED BY SILENCE IN THESE CARS—AND WITH TWICE THE TORSIONAL STRENGTH, 40-5% MORE BEAM STRENGTH AND TWICE THE LIFE EXPECTANCY.

WOW! THIS CAR WILL BE A "CREAMPUFF" WHEN YOU WANT TO TRADE IT IN!



"THERE'S A RAFT OF OTHER NEW IDEAS, TOO...THE BACK OF THE DRIVER'S SEAT IS TWO OR THREE INCHES HIGHER, TAKES THE FATIGUE OUT OF DRIVING."



"THE DURABLE, LONG-LASTING UPHOLSTERY ON EVERY CAR MAKES SEAT COVERS OBSOLETE."

*A REAL CAR IN EXTREMELY MINUTE DETAIL

"A FEATURE THAT MOTHERS WITH SMALL CHILDREN
WILL LOVE...WHEN THE ENGINE STARTS, ALL
THE DOORS LOCK!"



"IF YOU HAVE TO STOP ON THE HIGHWAY, YOU CAN
USE A TROUBLE BLINKER THAT FLASHES ALL FOUR
TURN-SIGNAL LAMPS TO WARN TRAFFIC."



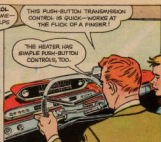
"A TAP OF THE TOE, AND THESE
TOTAL-CONTACT BRAKES MAKE
IMMEDIATE CONTACT ALL AROUND THE
BRAKE DRUM. NOT JUST PART-WAY,
AS ORDINARY BRAKES DO."



"AND, WITH THE NEW-INDUCTION ENGINE IN THE HIGHER
PERFORMANCE MODELS YOU GET THE PASSING POWER
OF A SUPERCHARGER, SEE?"

"UH, HUH! I SEE
WHERE YOU GET
THE QUICK, THE
STRONG AND THE
QUIET!"





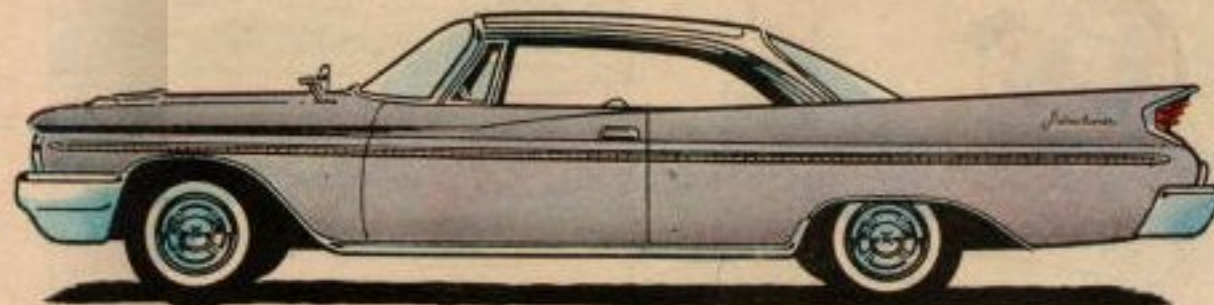


CHRYSLER CORPORATION CARS

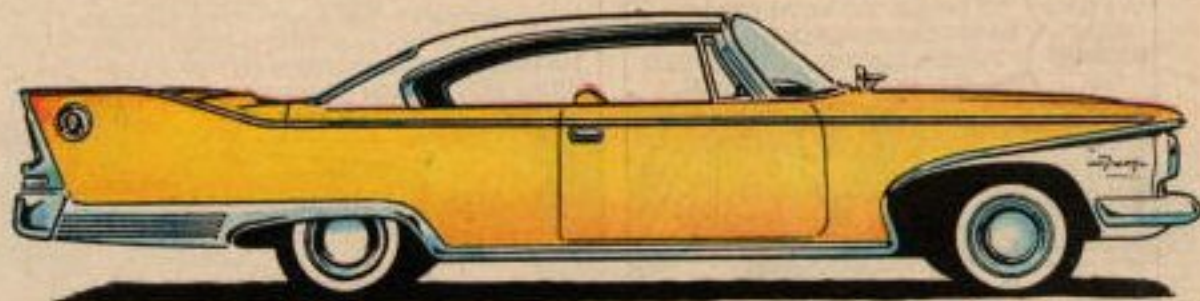
PURE AUTOMOBILE! For the 1 man in 4 who wants a little bit MORE!



VALIANT



DE SOTO



PLYMOUTH



CHRYSLER



DODGE DART



IMPERIAL



DODGE

THE **QUICK**
THE **STRONG**
AND THE **QUIET**

THE ALL-NEW ONES FOR **1960** BY CHRYSLER CORPORATION

WELL, BILL, THAT WAS A PRETTY EXCITING DAY FOR YOU AT THE CHRYSLER CORPORATION!

OH, THAT'S ONLY HALF OF IT, DAD. DRIVING BACK TO THE PLANT, I ASKED MR. OTIS...

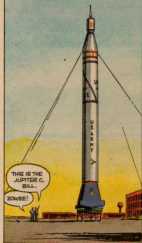


DIDN'T YOU SAY THESE CARS WERE BUILT USING SOME OF THE SAME TECHNIQUES USED IN MAKING MISSILES?

THAT'S RIGHT, BILL. CHRYSLER CORPORATION IS THE ONLY CAR MAKER WHO ALSO MAKES MISSILES.



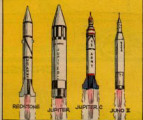
"HE SHOWED ME ONE OF THE JUPITER MISSILES THEY ARE PRODUCING FOR THE U.S. ARMY. DAD, IT WAS ENORMOUS! IT WAS HARD TO IMAGINE THAT HUGE, COMPLICATED ROCKET ZOOMING UP INTO SPACE...IT WAS A THRILL JUST TO LOOK AT IT..."



THIS IS THE JUPITER C, BILL...

SO BIG!

"AND, IN HIS OFFICE HE SHOWED ME PICTURES OF THE OTHER ROCKETS AND MISSILES THEY MAKE..."

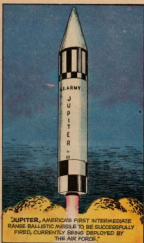


THIS IS AMERICA'S FIRST FAMILY OF ROCKETS AND MISSILES. THEY HAVE ACCOMPLISHED SOME OF THE FREE WORLD'S MOST IMPORTANT EXPERIMENTS FOR OUR MILITARY DEFENSE AND FOR SPACE EXPLORATION!





REDSTONE WAS THE FIRST LARGE BALLISTIC MISSILE SUCCESSFULLY FIRED BY AMERICA. IT IS ASSIGNED TO U.S. ARMY FORCES OVERSEAS.



JUPITER, AMERICA'S FIRST INTERMEDIATE RANGE BALLISTIC MISSILE TO BE SUCCESSFULLY FIRED, CURRENTLY BEING DEPLOYED BY THE AIR FORCE.

CALLING ALL SPACE MEN!

EDUCATIONAL
+ FUN
+ CHALLENGING

YOU'LL HAVE FUN BUILDING THIS AUTHENTIC REVELL MODEL OF CHRYSLER'S JUPITER "C"

The historic rocket that put America's Explorer I satellite into orbit.



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Easy to assemble
Authentic Kits

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- 14 1/2" gantry tower folds back
- railway carriage rolls on track
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- designed from official blueprints

SEND \$1.00 AND THIS COUPON — NOW!

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Please send the postage paid Revell's authentic model kit of the Chrysler Jupiter "C" rocket. I am enclosing \$2.00 for each model kit ordered.

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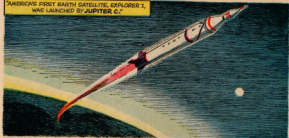
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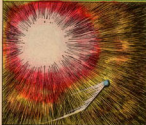
Please send the California Sales Tax too for each model kit ordered.

An exciting gift... Revell's perfectly scaled Jupiter "C" model makes a perfect gift for that science-minded youngster on his birthday or any day.

"AMERICA'S FIRST EARTH SATELLITE, EXPLORER 1, WAS LAUNCHED BY JUPITER C."



"AMERICA'S FIRST SUN SATELLITE, PIONEER 3, WAS SENT INTO PERMANENT ESCAPE FROM EARTH BY JUPITER."



"JUPITER WAS USED IN THE WORLD'S FIRST SPACE JOURNEY AND SAFE RETURN OF A LIVING BEING."



"PROJECT MERCURY WILL PUT THE FIRST MAN INTO SPACE. REDSTONES WILL BE USED IN 100-MILE-UP TRAINING FLIGHTS."



"AT OUR SPACE PRODUCTS DIVISION, CHRYSLER CORPORATION'S SPACE SCIENTISTS WORK ON THE FRONTIERS OF SPACE EXPLORATION TO BUILD AMERICA'S DEFENSES AND TO ADD TO OUR KNOWLEDGE OF THE UNIVERSE."



"REDSTONE AND JUPITER ARE THE FREE WORLD'S MOST RELIABLE MISSILES WITH A SUCCESSFUL FIRING AVERAGE OF OVER 90%. WE BUILD THEM USING MODERN PRODUCTION METHODS ON PARALLEL ASSEMBLY LINES AT THE CHRYSLER-OPERATED U.S. ARMY MICHIGAN ORDNANCE MISSILE PLANT NEAR DETROIT."



I CAN SEE THE SAME SLEEK, SMOOTH, AERODYNAMIC LINES IN THESE MISSILES THAT YOU HAVE PUT INTO YOUR CARS.

THAT'S RIGHT, BILL, AND OUR OTHER DEFENSE PROJECTS ALSO HELP IN BUILDING RUGGEDNESS AND SMOOTH OPERATION INTO OUR CARS...



"AT OUR DELAWARE DEFENSE PLANT, FOR INSTANCE, WE'VE BEEN MAKING M46A2 MEDIUM TANKS FOR THE ARMY SINCE 1957, AND WE ARE CURRENTLY PRODUCING THE NEW M40 AS WELL."



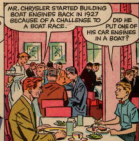
"ONE OF OUR 'DREAM VEHICLES' THAT CAME TRUE IS THE NEW, ALL-ALUMINUM ARMY TRUCK WITH A 2½ TON CAPACITY. AN OUTBOARD MOTOR ON THE TAILGATE TAKES IT ACROSS LAKES AND RIVERS LIKE A MOTORBOAT..."



"AN EIGHT-WHEEL DRIVE CARRIES IT OVER ROUGH TERRAIN WITH THE EASE OF A TANK!..."



"YET, IT'S SO LIGHT (EVEN LOADED IT'S LIGHTER THAN AN EMPTY CONVENTIONAL 2½ TON TRUCK) AND SO RUGGED IT CAN BE PARACHUTED FROM THE AIR!"



"NO, MR. CHRYSLER FIGURED AN ENGINE SHOULD BE DESIGNED FOR A PARTICULAR BOAT FOR HIGHER SPEED AND GREATER EFFICIENCY. HIS FRIEND, MR. FISHER, WHO OWNED A NUMBER OF FAMOUS RACING BOATS DIDN'T AGREE—SO THEY DECIDED ON A RACE...



"THE ARGUMENT INTERRUPTED THE WHOLE BOATING WORLD... MR. CHRYSLER'S SPECIALLY DESIGNED AND BUILT "SCALAWAG" RAN AWAY WITH THE RACE, LEAVING MR. FISHER'S SPEEDBOAT WAY BEHIND!"



THAT RACE PUT CHRYSLER CORPORATION IN THE MARINE ENGINE BUSINESS IN A BIG WAY. IN TIME, THE DIVISION BEGAN TO MAKE INDUSTRIAL ENGINES, TOO—FOR OIL COMPANIES AND OTHER INDUSTRIES.



AND THAT SAME SOUND THEORY OF BUILDING ENGINES FOR A PARTICULAR BODY DESIGN IS PUT INTO PRACTICE TODAY IN ALL CHRYSLER CORPORATION PRODUCTS!



OH, THERE'S MORE, BILL. CHRYSLER CORPORATION IS MOVING AHEAD IN OTHER FIELDS...AND IN OTHER PARTS OF THE WORLD, TOO.

SUCH AS?

"SUCH AS CHRYSLER AIRTEMP AIR CONDITIONERS FOR HOMES, STORES, FACTORIES, OFFICE BUILDINGS AND FOR OUR CARS.



"WHEN CHRYSLER CORPORATION WANTS THE BEST PRODUCT...THEY DEVELOP IT THEMSELVES. ANOTHER ONE OF THESE IS CHRYSLER'S OWN BUILT-IN LUBRICANT BEARINGS, MADE BY OUR AMPLEX DIVISION...OLITE BEARINGS."



"AND THERE'S OUR MOPAR DIVISION. ANYONE WHO OWNS A CHRYSLER CORPORATION CAR IS SURE OF GETTING PARTS ANYWHERE IN AMERICA. WE HAVE SIX BIG PARTS PLANTS AND 124 WHOLESALERS DISPLAYING THIS SIGN ALL OVER THE COUNTRY."



"OUR CYCLEWELD CHEMICAL PRODUCTS DIVISION THAT MAKES ADHESIVES AND OTHER CHEMICALS. CYCLEWELD WILL HOLD ANYTHING TOGETHER. THEIR LIQUID IRON IS BETTER THAN A WELD! THIS DIVISION ALSO MAKES BRAKE LINES, SWIMMING POOL SEALERS, AND INDUSTRIAL CUTTING OILS!"



"THEN THERE ARE OUR DODGE TRUCKS, CALLED PAKKO TRUCKS OVERSEAS. THEY'RE BUILT IN EVERY SIZE FOR EVERY TRUCK JOB THERE IS..."



...FROM LIGHTWEIGHT PICKUPS TO CRANE MODELS, TO GIANT TRAILERS."

"FINALLY, THERE'S CHRYSLER CORPORATION'S RESEARCH AND ENGINEERING LABORATORIES--AND OUR OWN COLLEGE...THE CHRYSLER INSTITUTE OF ENGINEERING, ONE OF THE FINEST AUTOMOTIVE ENGINEERING SCHOOLS IN THE WORLD. STUDENTS CAN EARN DEGREES THERE UP TO DOCTOR OF ENGINEERING."



HONEST, DAD, WHEN I SAID GOOD-BYE TO MR. OTIS, AND THANKED HIM FOR THAT WONDERFUL TOUR, MY HEAD WAS SPINNING! GOSH!





NOW, MY DAD KNOWS WHAT A TERRIFIC ORGANIZATION THE **CHRYSLER CORPORATION** IS. YOUR DAD WOULD LIKE TO KNOW ALL ABOUT IT, TOO, I'M SURE. AS HE SAID: "THAT'S ONE OF THE MOST VIGOROUS, DYNAMIC COMPANIES IN AMERICA." WE'RE GOING TO STOP IN AT THE DEALERS AND TRY OUT ONE OF THE NEW '60 CARS...WHY DON'T YOU AND YOUR DAD DO THE SAME THING?



VALIANT



PLYMOUTH



DODGE DART



DODGE



DE SOTO



CHRYSLER



IMPERIAL

YOU CAN SEE WHY THEY CALL THEM, "THE QUICK, THE STRONG AND THE QUIET!"

AND THEY'RE PURE AUTOMOBILE!

