

**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 DART**... 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, GENTLY CURVING FLOW OF METAL, LIKE THE VANE ON A MISSILE...



CHRYSLER'S SPORTS CAR TYPE GRILLE—AND FLYING V TAILLIGHTS.



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



ALL 1960 CHRYSLER 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 3/8 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 MIRRORS 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-ACRE PROVING GROUNDS!"

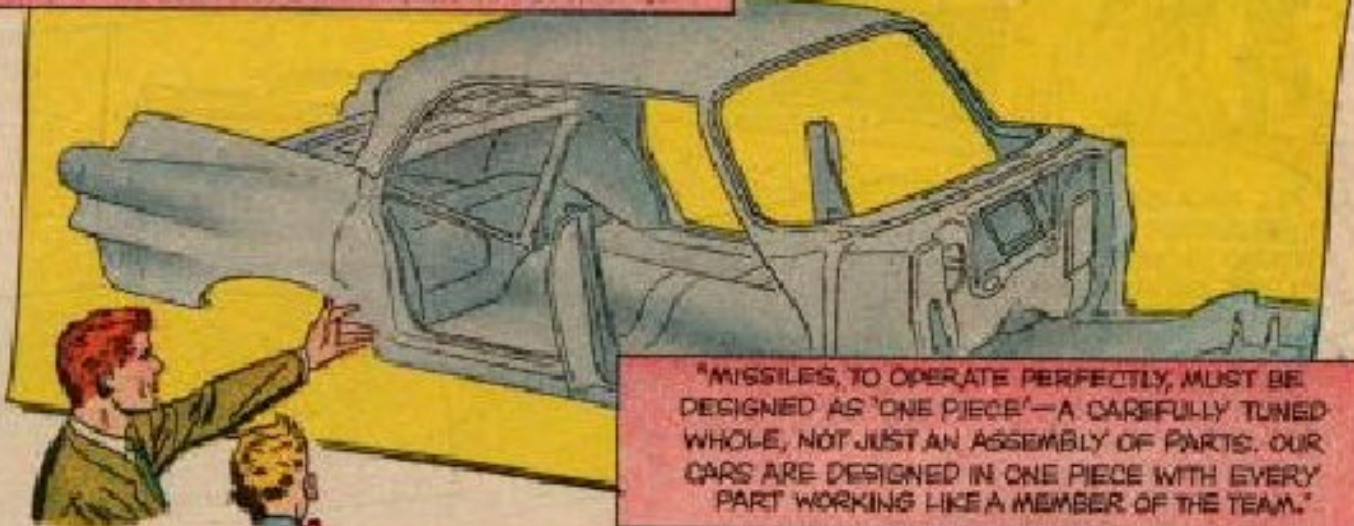


HOP IN THIS PLYMOUTH AND LISTEN CLOSELY—YOU CAN'T HEAR A RATTLE OR A SQUEAK OR ANY OF THE USUAL ROAD NOISES. THAT'S BECAUSE OF **UNIBODY CONSTRUCTION**—IT'S WHAT GIVES OUR CARS THE BIG DOORS, EXTRA ROOM INSIDE AND A LOT MORE ADVANTAGES, TOO!



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% MORE BEAM STRENGTH AND TWICE THE LIFE EXPECTANCY.

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



\*A USED CAR IN EXTREMELY GOOD CONDITION\*

"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 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.

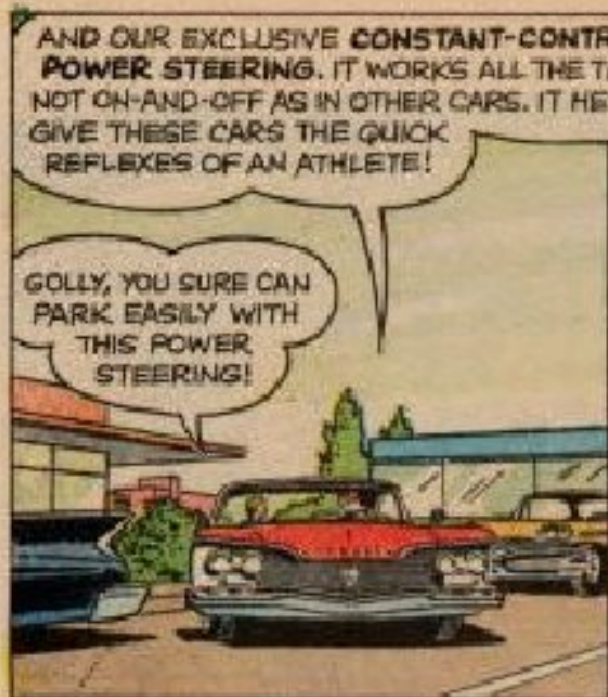


AND, WITH THE NEW-INDUCTION ENGINE IN THE HIGHER PERFORMANCE MODELS YOU GET THE PASSING POWER OF A SUPERCHARGER, SEE?

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











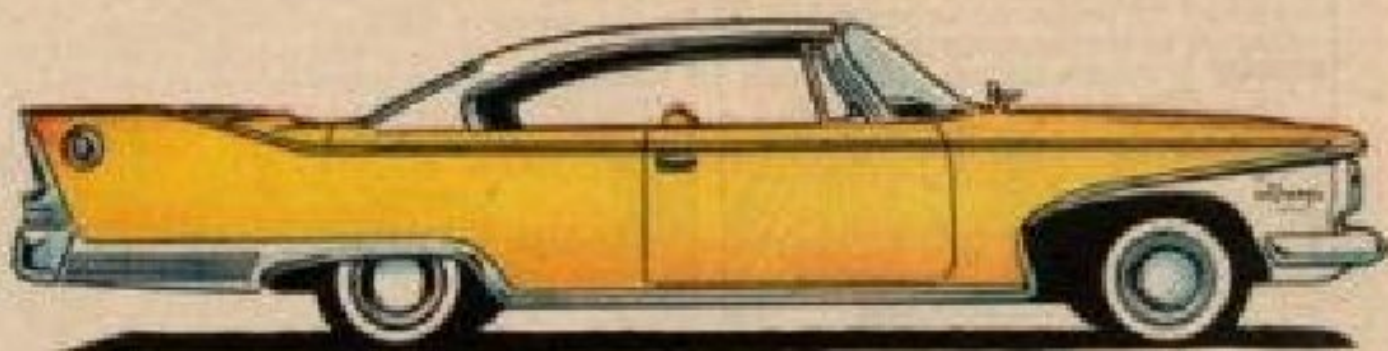


# CHRYSLER CORP

PURE AUTOMOBILE! For the 1 man



**VALIANT**



**PLYMOUTH**



**DODGE DART**



**DODGE**



# CORPORATION CARS

in 4 who wants a little bit MORE!



DE SOTO



CHRYSLER

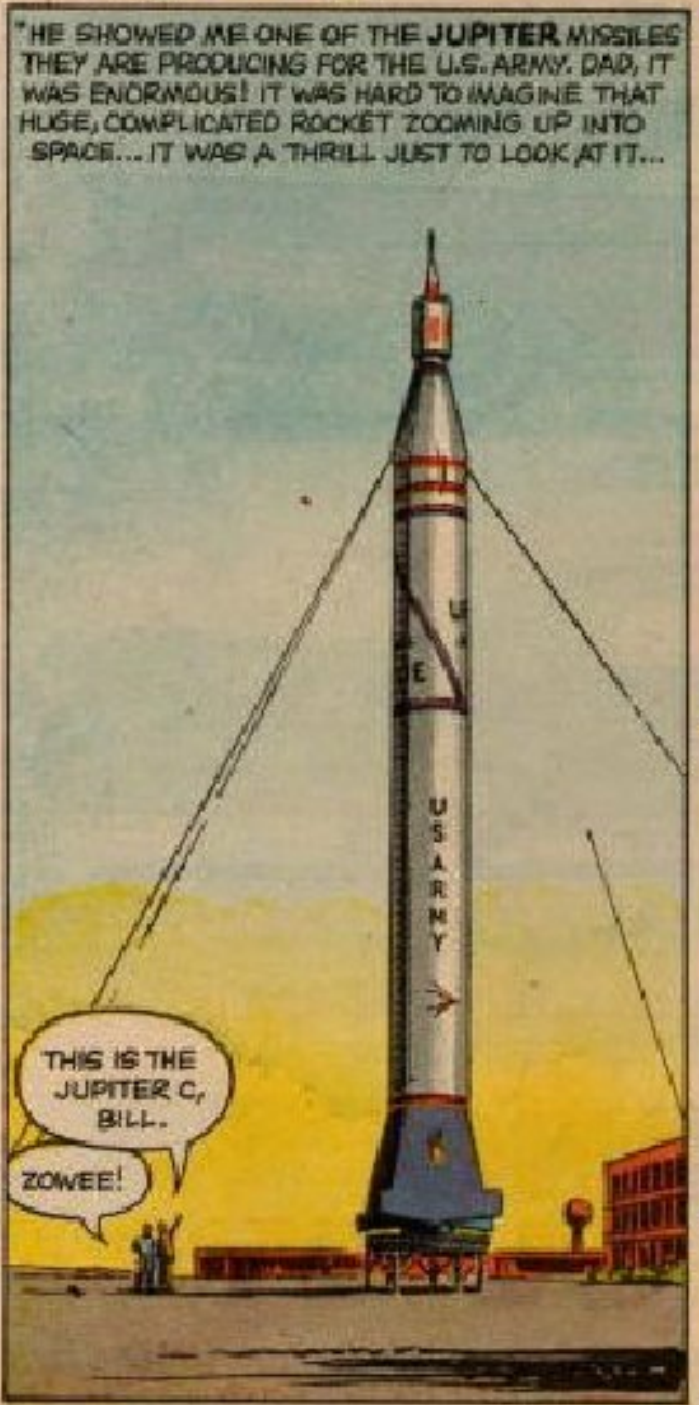


IMPERIAL

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

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









"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."

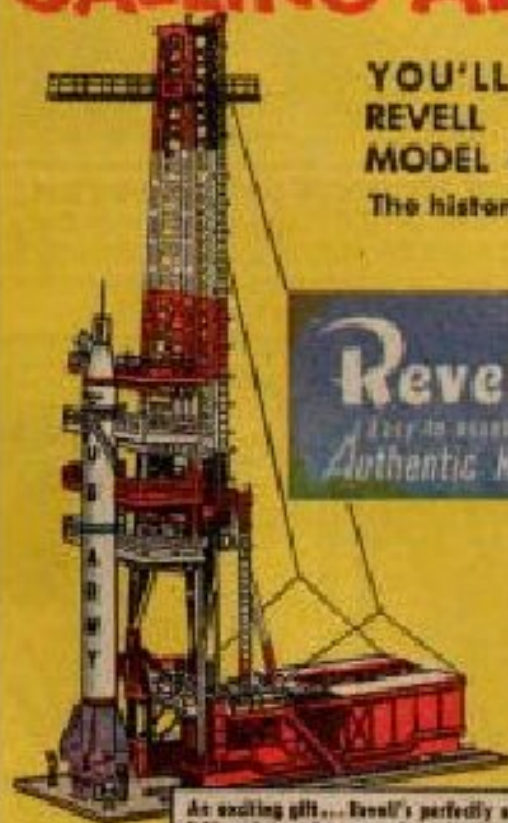
# CALLING ALL SPACE MEN!

• 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.

- molded in 3 authentic colors
- 14 1/2" gantry tower folds back
- railway carriage rolls on track
- seven crew figures; Army decals
- designed from official blueprints



**Revell**  
Easy to assemble  
Authentic Kits

SEND \$2.00 AND THIS COUPON — NOW!

MINIATURES, Inc.  
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Los Angeles 46, California

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

Please check: CASH  OTHER  MONEY ORDER

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Please add 4% California State Sales Tax 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 I, WAS LAUNCHED BY JUPITER C."



"AMERICA'S FIRST SUN SATELLITE, PIONEER IV, WAS SENT INTO PERMANENT ESCAPE FROM EARTH BY JUNE 11"



"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 M48A2 MEDIUM TANKS FOR THE ARMY SINCE 1957, AND WE ARE CURRENTLY PRODUCING THE NEW M60 AS WELL."



"ONE OF OUR 'DREAM VEHICLES' THAT CAME TRUE IS THIS 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!"