

are features of both front and rear seats.

Deeply-padded doors with a carpet covered lower area, custom hardware, and a fully padded instrument panel with electric clock and walnut wood inlays are among the many standard features of the Bonneville models. Bonneville convertible seats, including the optional bucket seats, are finished in genuine leather on seat cushions and backs in prime surface pleated panels.

BONNEVILLE station wagon interiors are trimmed in expanded vinyl. Load areas are richly carpeted and have bright skid strips over the carpet for added durability and high quality appearance.

Star Chief models have traditionally rich interiors and, like the Bonneville, have numerous standard equipment items that include a special instrument panel with electric clock, custom steering wheel and deluxe wheel discs. Seats are trimmed in either a combination of nylon face yarn fabrics and ex-

panded Morrokide, or in all expanded Morrokide.

New styling, high quality fabrics, vinyl headlining and nylon blend loop pile carpeting provide fresh appeal in each 1964 Catalina interior. Standard interiors are newly-designed for greater durability and attractiveness and are available in a full range of colors.

Station wagon and convertible models are trimmed in Jewel-tone Morrokide and an all Morrokide Ventura custom interior is available for Catalina four-door sedan and both two-door and four-door hard-top models. Customers may also choose the exclusive Pontiac contour-styled bucket seats as regular production options.

Catalina sports coupe and convertible models are available with Pontiac's new appearance option "2 Plus 2," which includes bucket seats, all vinyl trim, floor console, premium fuel two-barrel engine, deluxe wheel discs and wood inlays on steering wheel spokes and instrument panel.

The "2 Plus 2" name plate appears on the inside of the doors, on the front fenders and on the lower right side of the deck lid. On Catalina sports coupes, the special trim option provides bright

metal drip moldings. The name "2 Plus 2" has reference to two passengers in front and two in the rear.

FIFTEEN exterior paint finishes are offered for every Pontiac model and are available in single or two-tone combinations.

In addition to new styling, the 1964 Pontiac offers significant improvements in suspension, engines, drive train, accessories, safety items and maintenance.

The choice of Pontiac V-8 engines ranges from 215 to 370 horsepower and each one is specially engineered to mate with either three and four-speed synchromesh, or automatic transmission. For the more economy-minded, Pontiac continues to offer a regular-fuel engine with low axle ratios and a choice of either synchromesh or automatic transmission.

New Pontiac accessories for 1964 provide added safety, convenience and comfort. The six-way power tilt front seat has been redesigned to include a greater range of adjustment. In addition to fore and aft movement, the front and rear of the seat can be raised or lowered by means of power driven jack screws. The result is unlimited



Plymouth Performs

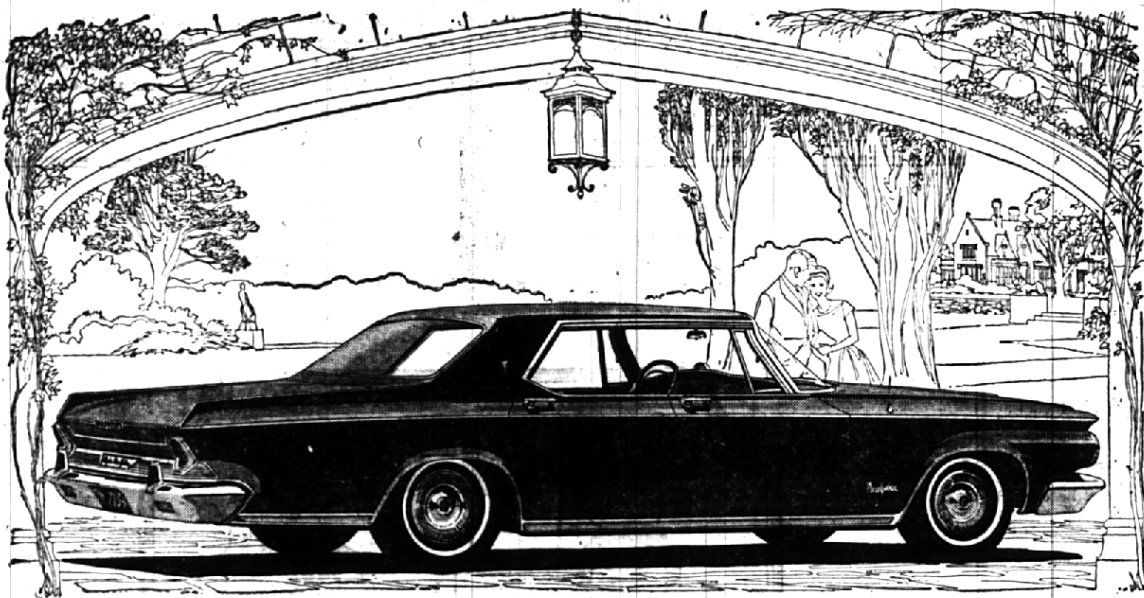
For performance-minded motorists, Plymouth offers attractive new models and engine options for 1964. Here is the Fury convertible and the new 365-horsepower Commando 426 engine with Chrysler Corp's new four-on-the-floor manual shift.

seat positions for full vision driving and greater comfort.

Pontiac's new speed-control device, Electro-Cruise, automatically reduces driving fatigue and annoying leg cramp on lengthy trips by maintaining constant car speed up hill, down hill, or on the level.

With this practical accessory, the driver just steers and enjoys foot-on-the-floor comfort while concentrating on the highway.

Other new accessories include a back window defogger, removable luggage carrier for sedan models and roof or deck mounted ski racks.



MOVE UP TO CHRYSLER '64

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

The '64 Chryslers are here: luxurious New Yorker (above); sports-bred 300; and the surprisingly easy-to-own Newport. Clean. Crisp. Handsome. So well built the vital moving parts are warranted for 5 years or 50,000 miles. (Details below.) There's an optional steering wheel you can adjust to seven positions; bucket seats are standard on 300's (passenger's reclines). Inside, real luxury: carpeting; foam padded dash and seats; magnificent fabrics. Move up to Chrysler '64 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 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.

Be sure to watch Bob Hope and the Chrysler Theater, NBC-TV, Fridays



BIRMINGHAM CHRYSLER PLYMOUTH, INC., 912 S. Woodward Avenue, Birmingham, Michigan