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Fitted look, free-swinging freedom

### Hart Schaffner & Marx **OUTERCOATS**

It's HS&M's happy blending of the new, fitted "Dress-Up Look" with free and easy wearability. The shoulders and front detailing accentuated, the arms and back swing freely and naturally. The fabrics, for all their lofty, tweedy look and deep nap, are light and fleecy. Toast-warm with almost no weight. It's HS&M's famous knack for keeping the outer man wellsed, the inner man happily at ease. Come in and try on the most comfortable coat you've worn in many a season. HS&M Outercoats

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# 1964 has arrivedat your Plymouth-Valiant Dealer's



### New '64 Plymouth...this good-looking car really gets up and goes and has a 5-year/50,000-mile warranty\* to keep it going that way.

This is the handsome full-size Plymouth for 1964. A few slow circles around the car reveal the clean, simple, strong shape of the modern Plymouth. Newness is most apparent from the front, back, and profile, especially the new 2-door hardtop roofline shown above. Inside the car,

more new beauty, and fabric strength to preserve the beauty. Something special in performance, too. Thousands of laps around the Proving Grounds show that the 1964 Plymouth is quick, alert, vigorous—a sure bet to maintain Plymouth's performance superiority of the past

two years. Finally, there's the 5-year/50,000-mile engine and drive train warranty\* that backs up the performance of all 26 models of Plymouth for 1964. Altogether, if this is the year you picked to buy a new car, you picked a beautiful year to **Get up and go Plymouth!** 



### New '64 Valiant...this smart-looking compact is a hummer in its own right and it's the low-priced compact with a 5-year/50,000-mile warranty.

It would take a lot of compact to top Valiant/64 style. Take styling. The new Valiant is newest coming at you, with its completely redesigned grille. Valiant presents a new rear view, too, to admiring followers. All around, it has more charm than compacts are supposed to have.

Take performance. The new Valiant's standard Take performance, The new valent's submitted in 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 engine and drive train warranty\* guards the performance of each new Valiant. Low price is Valiant's wrapper-upper. You could do a lot of looking around and never come up with a better all-around value. It's at the same place you'll find the new Plymouth...at your Plymouth-Valiant Dealer's. VALIANT/64 STYLE-Best all-around compact

### \*HERE'S HOW THE STRONG 5/50 WARRANTY PROTECTS PLYMOUTH AND VALIANT OWNERS:

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 convertor, drive shaft, universal joints, rear and 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 are 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 request the dealer to certify (1) respect of such evidence and (2) the car's then current millage.

### SEE BOTH AT YOUR PLYMOUTH-VALIANT DEALER'S TODAY!

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



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