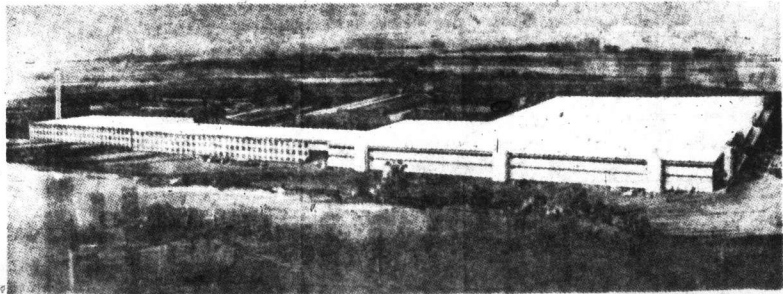


Major Expansion Planned For Chrysler Outboard Plan



A 150,000 square feet addition to present production facilities (entire right half of structure pictured above), coming on the heels of expansions and modernizations undertaken during the last 18 months, will quadruple the output capacity of Chrysler Outboard Corporation.



Chrysler Boat Corporation Installs New Testing Facilities...

Chrysler Outboard President D. A. Milton announced plans for a major expansion program intended to double present production capacity. Slated to get underway immediately and to be completed by June, 1967, the addition will total approximately 150,000 square feet. Architects' plans call for the new building to be connected to and become an extension of the present structures including the new paint facility, completed 18 months ago. Coupled with the steady progress of improvements and modernizations underway ever since Chrysler Corporation's acquisition of the West Bend Outboard facilities, the current expansion will bring total manufacturing resources to about four times the capacity existing in January, 1965.

Immediate results of the expansion, upon completion, will be twofold: Present machinery and production methods will be integrated with the new to provide for the most efficient flow of output that modern equipment and procedure can achieve, and employment rolls will grow to keep pace with this rapid and progressive expansion.

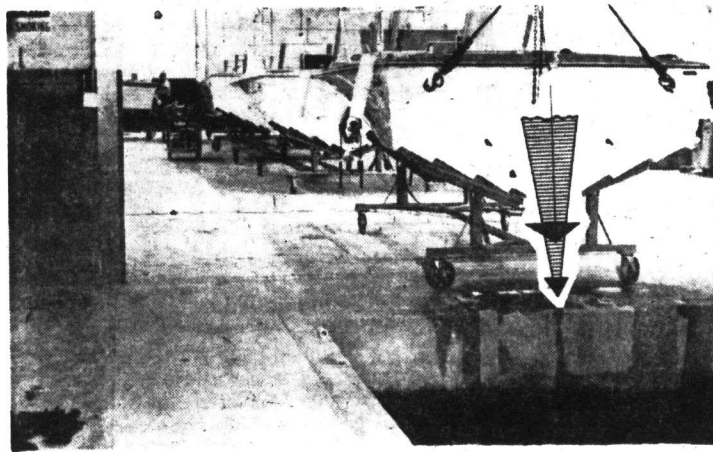
Cooksville Firm Entered In Boat Race

COOKSVILLE— Speedboat racing is not for everyone, but watching pleasure boats racing at top speed is exciting. Pickett's TV and Marine, Cooksville is sponsoring a 19 foot boat, powered by three 105 h.p. Chrysler engines in the CNE marathon August 20, at the waterfront.

The boat, Miss Chrysler 105, will be piloted by Jerry Rice from Windsor. His co-driver and navigator is Ross Mountsteven also from Windsor. Chief Mechanic, Bernie Desjardin is from Tecumseh.

The unlimited class race is around a triangular 100 mile course just outside the breakwater at the CNE. Boats from the U.S. and Canada will fill the entry list with over 60 names.

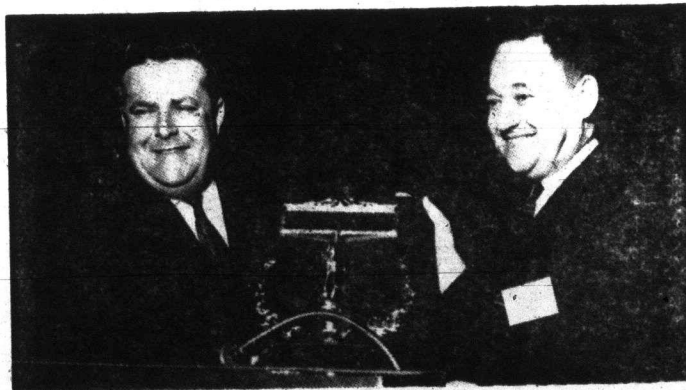
The race, sanctioned by the Canadian Boating Federation, is for boats from 40 h.p. to unlimited horsepower.



The Chrysler Boat Corporation's 10 engine installation assembly line. Engines and outdrive units are installed in the engine installation department and are shown above lined up for testing in the new test tank.

GEORGE BOOTH

Merchandising Manager Named Man-of-the-Year



MAN-OF-THE-YEAR—was the title bestowed on George D. Booth, left, Merchandising Manager of Chrysler Corporation's Marine and Industrial Group, for the "Chrysler Crew" promotion campaign at the Sales Promotion Executives Association Annual Convention. Presenting the award to Booth is Robert Konikow, Managing Editor of Advertising and Sales Promotion Magazine which made the Man-of-the-Year Award jointly with the SPEA.



SKI PACKAGE SPECIAL

SKIS	Reg. \$51.95
SKI-ROPE	NOW
SKI-BRIDLE	\$39.95
SKI-BELT	

