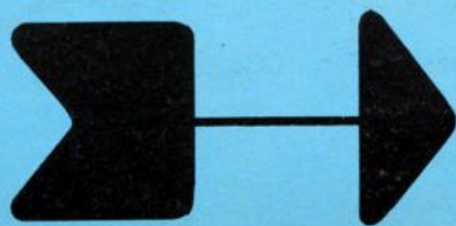


Dodge

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1964 WORLD'S FAIR ISSUE

a rugged, dependable quarter-century

DODGE STARS at NEW YORK FAIR

Most of the nearly 500 exhibits at the New York World's Fair are pretty sedate. But not the Hell Drivers. It is perhaps the one place on the entire grounds where a person looking for slam-bang action can get his fill. From now until October, Jack Kochman's World's Fair Hell Drivers will offer an unmatched exhibition of high-speed precision driving, two-wheel balancing and breath-catching leaps.

The cars are, naturally, Dependable Dodges. The men who risk their lives in the acts day after day wouldn't have it any other way.

The Hell Drivers will perform four times a day Monday through Friday and eight times a day on weekends and holidays. By the time the Fair closes in October, 1965, they will have gone through their stunts more than 1,800 times.

The eye-catching Hell Driver stadium is situated in the southwest corner of the Fair grounds. It is in the Fair's Transportation Area and within sauntering distance of Chrysler Corporation's dramatic exhibition. The Hell Driver stadium consists of a specially-designed banked track shaped like an elongated figure eight. It seats 6,000 persons and was constructed at a cost of 2½ million dollars. It gives the Hell Drivers and their sturdy Dodges, Darts and Dodge trucks the finest surroundings ever prepared for an automobile thrill show.

Each Hell Driver performance features more than two dozen separate acts, including a perilous aerial criss-cross leap of 70 feet. Except for the junkers used in the crash acts, all the cars are Dodges.

Many of the aficionados of stunt driving are feeling a twinge of sentiment at the sight of a shiny new Dodge roaring down the track.

This year's appearance of the Hell Drivers is bringing back memories of an earlier fair, earlier Dodges, earlier drivers. Twenty-five years and two days before this



ABOVE: Hell Drivers stage is this specially constructed stadium.

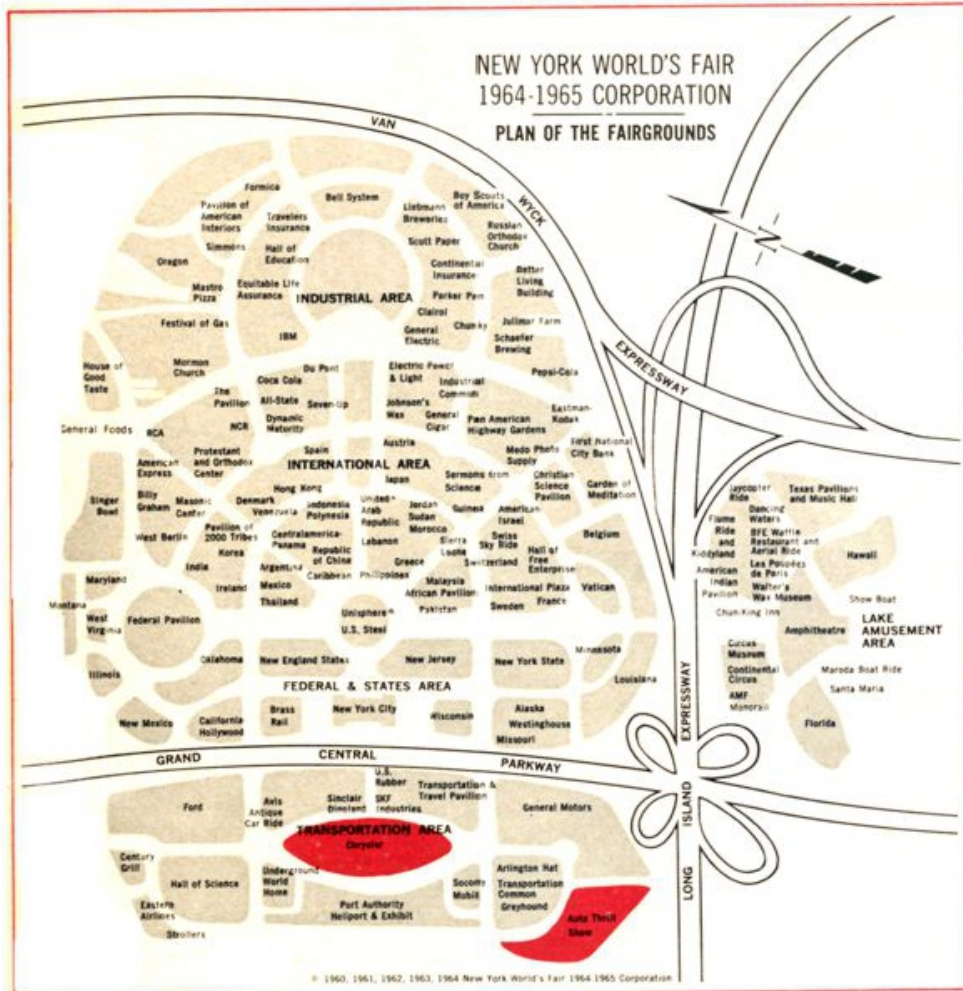
BELOW: Treat for Fair visitors—a Dodge hurtles through empty space.





ABOVE: The Death Dodgers performed with Dodges 25 years ago.

BELOW: Chart of Fairgrounds shows Dodge, Chrysler exhibits.



year's opening, on almost the same acre of ground, Jimmie Lynch's Death Dodgers' began a two-year run at the 1939 New York World's Fair. Crashing through brick walls, flying through the air, racing side-by-side inches apart in precision demonstrations, Lynch's thrill show was one of the most talked-about attractions of that exposition, which was called the "World of Tomorrow."

Even then, the thrill-show drivers were demonstrating their preference for Dodge, because of its rugged dependability. Lynch's troupe drove Dodges exclusively.

One of the drivers in Lynch's 1939 show was a young driver named Rocky Fisher. Now, a quarter-century later, he is still at it. He is one of the top performers in this year's Hell Drivers.

The fact that this year's Hell Drivers and Jimmie Lynch's 1939 performers used Dependable Dodge cars and trucks is no coincidence. Dodge's all-steel bodies and turret-like construction have always made them favorites with men who risk their lives several times a day at the wheel of a car.

In the 25 years between the two Fairs, Dependable Dodges have been used almost exclusively by such thrill groups as Lynch and Irish Horan, the Hurricane Hell Drivers and International Auto Daredevils.

Those who witness the 60-minute performance of the Hell Drivers this year come away with new appreciation of the skill and nerve that go into becoming a precision stunt driver. And with new appreciation, too, for the '64 Dodges, which are emerging as some of the brightest stars of the New York Fair.