

# The Birmingham Eccentric

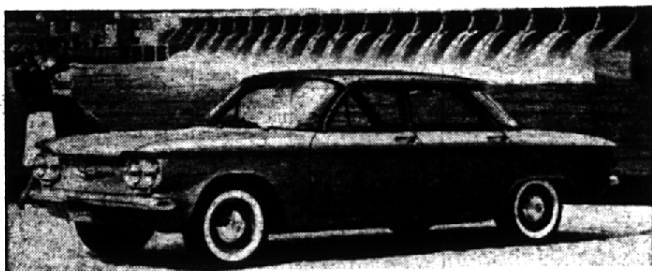
## AUTOMOTIVE ROUND-UP

### FOR 1960

OCTOBER 22, 1959

BIRMINGHAM, MICHIGAN

# See Biggest Auto Year Ever



## Chevrolet's Corvair Now on Display

An aluminum, air-cooled engine mounted at the rear is among a multitude of mechanical features Chevrolet has originated for its all-new Corvair. A car that seems small only when you park it, the Corvair boasts "big car" roominess and performance due to

a long-term engineering study of compact design. Low, fleet styling in accord with American tastes, a unique suspension system and unitized body-frame construction are among other features in the six-passenger four-door sedan.



## New Ford Sunliner for 1960

The 1960 Ford Sunliner is one of 15 models in the new Ford line which will be introduced October 8 in Ford dealer showrooms across the nation. Featuring the strikingly

modern rear deck and flat-wing motif, the new Fords are five inches longer, five inches wider and have more interior leg, hip, shoulder and head room than before.



## Dodge Displays Its New Dart

This four-door hardtop in the Phoenix series is one of the 20 low-price Dodge Dart models offered for 1960. This Dodge Dart,

which is styled in classic lines, features its own distinctive exterior and interior design.

## Big Three Introduces Compact Car to Public

By WILLIAM J. ARTHUR  
Staff Writer

Next year may very well be the biggest in automotive history, according to industry leaders.

With the introduction of the so-called compact cars and the addition of the Dodge Dart, the recent upsurge in the economy has caused some to believe that 1960 may be even bigger than the record-setting 1955.

Almost every automobile manufacturer has smoothed out the sharp lines that characterized the 1959 models and has placed less emphasis on fins.

THIS, THEY believe, will entice more people to purchase a "big" car and will leave the field open for the compact car.

The small car will be aimed at the lower-income bracket family for primary transportation and for a second car in the higher-income family.

Industry officials are watching General Motors' Corvair; Chrysler's Valiant and Ford's Falcon to see just how well they will be received early in October.

FORD HAS eliminated its low-priced Ford line or give the Falcon a larger field.

Chrysler has brought out the Dodge Dart in hopes of creating a "Big Four."

The Dart is a small version of the Dodge and does not have the weight or luxuries of its big brother. It is expected to compete with the medium and higher priced Plymouths, Chevrolets and Fords.

RAMBLER AND Studebaker Lark, largely responsible for the trend toward the compact car, will be found pushed with renewed vigor to compete with the Big Three entries.

The biggest question mark facing the auto industry at the moment are the small cars.

Many industry leaders are privately wondering if the small car boom has run its course.

Independent purchasers (those not bound to buy a car from the company for which they work) will have a wide variety facing them next year.

CHEVROLET'S Corvair will have an aluminum engine in the rear with horsepower rated at 80 and will be the highest of the small cars.

Chrysler's Valiant has 100 horsepower and will weigh 2,700 pounds while the Ford Falcon weighs 2,395 (20 pounds more than the Corvair) and will have a 90-horsepower motor.

The most recent development was the announcement by Ford Motor of the new Comet—that company's answer to the Dodge Dart.

ALL TOLD, there will be 25 makes of American cars offered to the public along with an untold number of foreign automobiles.

Many of the foreign cars will be competing with American made products in the same showrooms. Some dealers have been granted

a franchise to handle not only one of the big three products, but also to merchandise a small foreign car on their own.

Some of the big companies handle a foreign car through their dealerships. Buick division of GM handles the Opel and Chrysler owns part of the Simca corporation that sells through Chrysler-Plymouth dealerships.

SOME OF these foreign car lines will undoubtedly be dropped since each of the Big Three will be making their own compact car.

Since these new cars have been on the market for several weeks, there already have been some complaints over prices. Most of the small cars start around the \$1,900 bracket without any accessories.

But one industry official pointed out that the Big Three's offering is a compact car with luxury features was not intended to compete with the foreign car with a starting price of \$1,500.

All in all, 1960 will be one of the most interesting years in automotive history—if not the most profitable.

## Michigan's Residents Like Florida

Florida is looking forward to 350,000 visitors from Michigan during the coming 1959-60 season, according to Automobile Club of Michigan.

While Florida routing requests have been fairly heavy through most of the year, one anticipates a divided upsurge within the next month or two," Harry N. Rogan, club travel director stated.

TRAVEL to Florida continues to follow a trend that began after World War II. Where at one time, the majority of our Florida routings came in November and December, they now come in January through March.

"Most Michigan residents making a Florida trip will travel by car with a great majority using one of three main routes," Rogan said. "Two of the routes are long-time favorites while the eastern route started gaining popularity two years ago."

Shortest of the three is the central route which covers 1,425 miles between Detroit and Miami. Pass- (See RESIDENTS, Page 8)