

Plymouth Lists 12 Features Of '61 Model

Long an economy leader in the low-priced field, Plymouth in 1961 has made major engineering and styling gains in the areas of economical operation, trouble-free driving, luxury-car appearance and solid riding characteristics.

Some of the new features are:
 1. An alternator replaces the old-type generator, keeping the battery charging even when the car is idling in traffic with lights, radio, and windshield wiper operating. This lengthens battery life, and eliminates the "won't start" complaint on cold winter mornings resulting from battery failure.
 2. An improved carburetor needle valve saves gas because it keeps the air-gas mixture from getting too rich. It has an anti-flood feature for easier starting.

3. A NEW DISTRIBUTOR has a Nylon rubbing block at the breaker points which lasts longer and reduces the need for adjustment to maintain fine performance.

4. Improvements in the steering system make steering easier.
 5. New quiet-machining action built into the shock absorbers makes the ride even quieter.

6. NEW LONGER - LASTING tires are squeal-resistant and help eliminate noise by lowering the road hum level. Life of the tread has been increased by 15 percent.

7. The uni-body construction has been further refined through more precise manufacturing methods and is even more solid and quiet.
 8. A new magnetic drive in the speedometer operates more quietly by eliminating gear noise resulting from metal-to-metal contact.

9. THE STARTING SYSTEM has a new solenoid shift which is quieter and longer wearing.

10. Brakes are more durable and smoother. They use Chrysler Corporation - built Cycloswed linings.

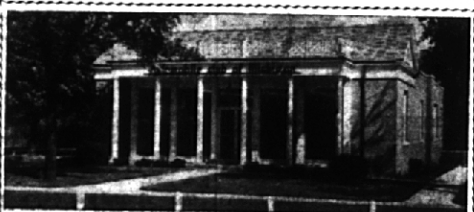
11. The new parking brake is safer, more difficult for children to release accidentally. It requires less pressure for secure holding and is in a location which makes it easier to apply.

12. Inner construction of seats is stronger, and there is extra cushioning in the center section of the rear set, for added passenger comfort.

Compact Valiant Adds 2 New Styles

Valiant offers a more complete line of body styles for 1961 in the low-price, compact car class, in anticipation of even greater buyer demand for the most economical American-built cars.

Added to the line are a new low-price two-door sedan and a two-door hardtop, giving Valiant complete representation in the sedan-hard-top station wagon model group, which comprises 95 per cent of all cars bought from American manufacturers.



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Dodge Dart Offers Variety of Engines

The Dodge Dart, an automotive newcomer last fall, begins its second year with completely new styling, a host of engineering improvements and a wider selection of engines.

The 118-inch wheelbase Dart is again available in three series — the lowest-price Seneca, the Pioneer, and the deluxe Phoenix. Twenty-nine sedan, hardtop, station wagon, convertible and fleet models are offered.

There is a choice of six different standard six and eight-cylinder engines.

The Economy Slant Six, an advanced-design six-cylinder 145-horsepower engine which was introduced last year, is again available on all new Dart models.

The standard eight-cylinder 230-horsepower engine is also offered.

IN ADDITION, three high-performance V-8 engines are available: the 305-horsepower D-500; a 325-horsepower Police Special; and a 330-horsepower V-8 with special ram induction manifold.

In styling the front end features a wide concave aluminum grille which encircles the dual headlights. Projections at the ends of the wrap-around front bumper provide housings for the parking lights. A newly designed hood has simulated louvers near the base of the windshield.

The front fender sculpturing flows smoothly into the side of the body. The rear fenders rise slightly just behind the door and taper rearward into a dramatic reverse curve that sweeps forward. Horizontally styled tail lights with flush lenses are positioned directly above the massive rear bumper.

Lancer Offers Big-Car Ride

Dodge's spirited new entry in the compact car field is the 1961 Lancer.

The new Lancer competes in size and economy with the compacts introduced last year but rivals standard-size cars in performance, comfort, convenience and handling.

THE LANCER is the second new car to be introduced by Dodge within a year. Last fall the company invaded the standard low-price field with its popular, 118-inch-wheelbase Dodge Dart.

The Lancer has a wheelbase of 106½ inches. Prior to introduction of the 1960 models, Dodge marketed only medium-price automobiles.

THE LANCER features wide use of aluminum to reduce weight. It also offers two highly economical, six-cylinder, front-mounted engines and a host of under-the-hood mechanical refinements.

Favorable weight distribution and a low center of gravity, combined with famed Torsion-Aire suspension, gives the new small car its big-car ride.

Chrysler Unveils Classic Headlights

Twin free-standing headlamps highlight the new Chrysler Imperial in body design.

The distinctive chromed lamps are completely removed from fender and coachwork metal, and mark the first time in nearly a quarter of a century that this type of lamp will appear on an American production automobile.

The 1961 models, although distinctly different in appearance from

their 1960 predecessors, retain much of the styling identity established with the introduction of the modern version of the Imperial in 1957 and carried forward in subsequent models.

THE ENGINE rated at 350-horsepower and the 129-inch wheelbase remain unchanged from the '60 models.

As in 1960, the Imperial line in-

cludes a LeBaron four-door hardtop with limousine styled rear window and canopied effect in the roof which gives a town car appearance and feeling of privacy for rear seat passengers.

In the Imperial Crown series there will be a four-door hardtop, a two-door hardtop and a convertible. In the lower priced Custom series there will be a four-door hardtop and two-door hardtop.

Imperial fabrics are more luxurious than ever. In addition 10 of the 13 new exterior colors offered are new.

Announcing the appointment of Suburban Plymouth's New Service Manager



JACK LAWRIE

I would like to take this opportunity to set the welcome mat out to all my friends from Birmingham whom I had the pleasure of serving the past several years. I recently made the move to Suburban Plymouth, Oakland County's largest Plymouth - Valiant dealer. Thanks to their modern facilities I am in a position to offer the finest service and dependability that Birminghamites are accustomed to receiving. Looking forward to seeing and servicing you soon.

Cordially,

Jack Lawrie

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