

Auto Show Calendar Of Events

Wednesday, Oct. 12
Detroit Symphony Orchestra invitational concert featuring world premiere of specially commissioned symphonic salute to the U. S. automobile industry (Ford Auditorium).
Thursday, Oct. 13
Cobo Hall Dedication Ceremonies 10:30 a.m.—Cobo Hall.
Friday, Oct. 14
Show opens to Public 11 a.m.—11 p.m.
*Auto Wonderland opens, River Level.
Stage Shows 2, 4, 7:30, 9:30 p.m.
Saturday, Oct. 15
Stage Shows.
Antique Car Rally.
National side hour-long news telecast of Show, 4-7 p.m. CBS-TV.
Sunday, Oct. 16
Stage Shows.
Detroit Teachers Institute—East Side.
Government Employees and Public Officials Day.
United Foundation Day.
Sports Celebrities Day.
Automotive Safety Foundation Trustees Meeting.
Detroit School Students—East Side, Grades 5-8.
Monday, Oct. 17
Stage Shows.
Style Show.
Detroit Teachers Institute—West Side.
International Visitors' Day.
Detroit School Students—West Side, Grades 5-8.
Tuesday, Oct. 18
Stage Shows.
Detroit Teachers Institute—East Side.
Government Employees and Public Officials Day.
United Foundation Day.
Sports Celebrities Day.
Automotive Safety Foundation Trustees Meeting.
Detroit School Students—East Side, Grades 5-8.
Wednesday, Oct. 19
Stage Shows.
Style Show.
Engineering Society of Detroit Dinner in Cobo Hall.
Detroit Teachers Institute—West Side.
International Visitors' Day.
Detroit School Students—West Side, Grades 5-8.
Thursday, Oct. 20
Stage Shows.
Style Show.
National Defense Day.
Automotive Old Timers' Luncheon in Cobo Hall.
Suburban Teachers Institute.
Detroit School Students—11th Grade.
Architects of Detroit—All Parochial Teachers.
Friday, Oct. 21
Stage Shows.
Style Show.
Detroit Education Association Administrators' Banquet in Cobo Hall.
Detroit School Students—10th Grade.
Suburban Teachers Institute.
Saturday, Oct. 22
Stage Shows.
Style Show, 11:30 a.m.
Cleveland Day.
Catholic Parochial Students—West Side, Grades 8-12.
Sunday, Oct. 23
Stage Shows.
Show closes at 11 p.m.

New DeSoto Retains Old Streamlined Look

The established engineering and styling elements such as single unit construction, torsion bar suspension, and the fleet, finned look have been retained in the new DeSoto. Although some interesting developments have been made under the hood, the big overall change for 1961 is the sum total of many subtle refinements and improvements.

The 361 cubic inch V-8 engine that is standard in all DeSotos for '61 has a 9 to 1 compression ratio with a horsepower rating of 265. Engineers lowered the compression ratio from 10 to 1 to give DeSoto its new, economic power plant.

Performance is undiminished, however, because the intake valves have been enlarged for greater efficiency.

IN STYLING, DeSoto has maintained the streamlined look of motion with sweeping fins. All DeSotos for 1961 will be hardtops. The hardtops lend themselves well to an advanced design theme that starts with canted headlights framing a horizontal grille topped by a distinctive air scoop.

The sides are clean with one spear of molding running the length of the car. The sculptured fins begin at the front doors and sweep back to balance the gently curving rear deck.

THE WINDSHIELD slants straight up to the roof line, eliminating distortion caused by a curved upper edge, yet the glass occupies the same spacious area as last year's model.

A new roof design on the four-door model features twin speed lines from front to rear.

43RD NATIONAL AUTOMOBILE SHOW
the BIGGEST
AUTO SHOW
of Fall
COBO HALL - DETROIT - OCT. 13-23

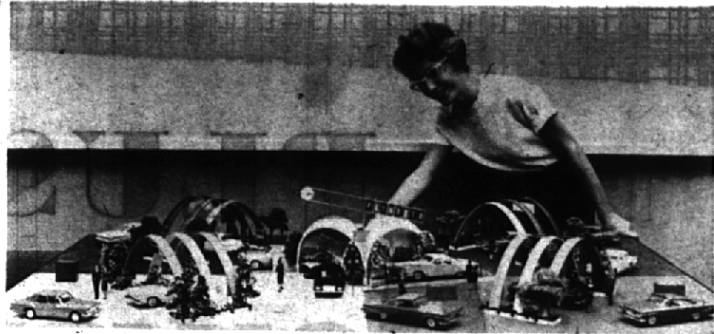
Ambassador Joins Compact, Luxury

American Motors corporation has unveiled its 1961 Rambler Ambassador V-8, the first car to apply the compact concept to the luxury car field.

THE AMBASSADOR V-8, built on a 117-inch wheelbase, is available in six four-door models, including a super and custom sedan, super and custom two-seat station wagon, and super and custom three-seat station wagon.

The Ambassador V-8 features a new ceramic-coated muffler and tailpipe, a cushioned, acoustical fiber glass ceiling panel, vacuum powered four-door locking system, a new heating and ventilating system, and a new air conditioning system.

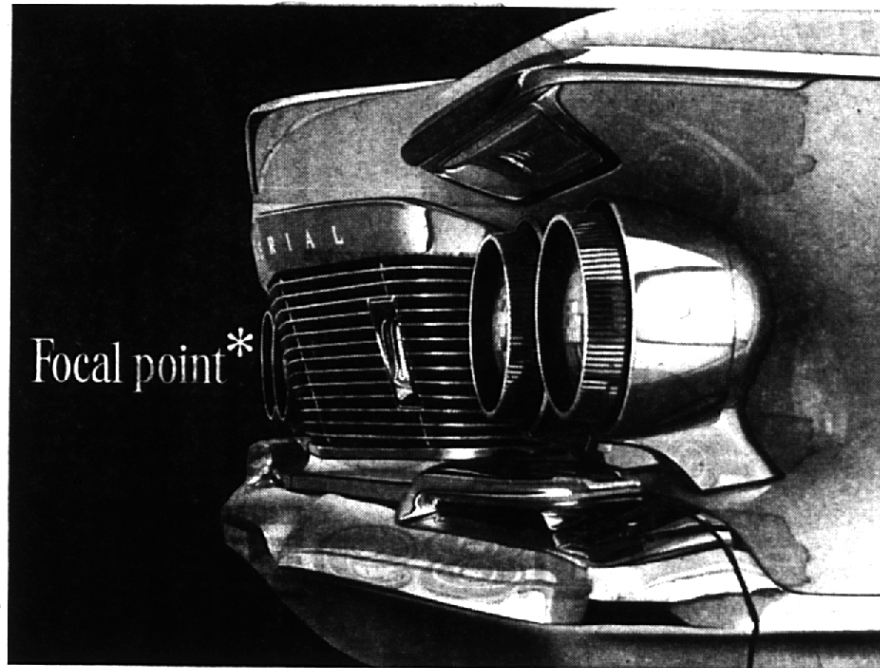
Buick motor division introduced the first hardtop coupe in 1949. The first four-door hardtop sedans were offered the public by Buick and the Oldsmobile division in 1955.



Plymouth-Valiant Display

A secretary from the Plymouth-DeSoto-Valiant division looks over a model of the 13,300-square foot Plymouth-Valiant display to be seen at the National Auto show in Detroit, opening Saturday. This display

brings alive each of the four seasons with appropriate scenes painted on four 18-foot backdrops (center) and numerous shrubs, flowers, waterfalls, sand, snow and other seasonal elements.



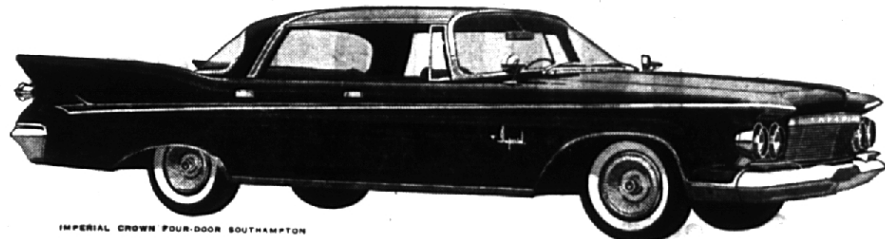
Focal point*

* Probably the first thing you'll notice about the Imperial of 1961 is its unusual headlamp treatment. There are other, more subtle, revisions of the classic Imperial look, which bring an already excellent car one step closer to perfection. * Interiors are luxurious in a quiet, fastidious way. The upholstered instrument panel is a wholly new design, developed for greater clarity and easier control. * Imperial's traditionally superior drivability and handling are even better, and the car again this year is unmatched in its riding quality. * Imperial is built slowly. The hand-picked craftsmen who built it have time for patience. Each Imperial is tested and inspected more than six hundred times. * Be sure to see this excellent car at the Show . . . but keep in mind that the true focal point is you, at the wheel. Your dealer will be delighted to arrange a demonstration drive.



IMPERIAL

AMERICA'S MOST CAREFULLY BUILT CAR



IMPERIAL CROWN FOUR-DOOR SOUTHAMPTON

SEE IT AT THE AUTO SHOW. DRIVE IT AT YOUR DEALERS!