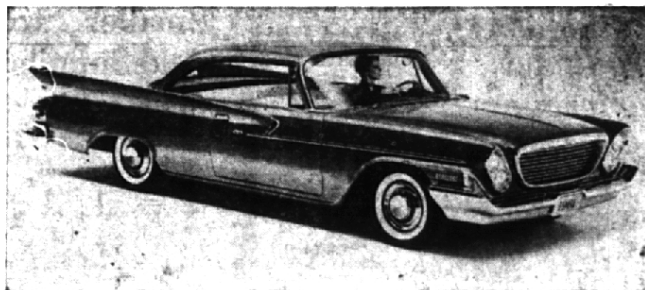


## Facts About Auto Show

**DATES:** Saturday, Oct. 15 through Sunday, Oct. 23.  
**SPONSOR:** Automobile Manufacturers association.  
**PLACE:** Cobo Hall in the Downtown Detroit Civic Center.  
**HOURS:** 11 a.m. to 11 p.m. daily.  
**MAIN EXHIBITS:** 300,000 square feet display of all 1961 American-built cars and trucks in combined Halls A, B, and C. 100,000 square feet "Auto Wonderland," in Hall D at the river level.  
**ADMISSION:** 50 cents for adults and 25 cents for children under 12.  
**SERVICES:** A cafeteria seating 1,500 persons at one time, a coffee shop accommodating 200, restrooms and first aid stations.  
**PARKING:** Approximately 5,000 public auto parking spaces (surface, underground and rooftop) in the immediate civic center area; an additional 5,000 private parking spaces within easy walking distance of Cobo Hall.



## New Chrysler Newport Featured

For 1961 Chrysler introduces a Newport series to go with its Windsor and New Yorker models. The Newport is powered by a 265-horsepower engine which operates on regular-grade fuel, giving more miles per dollar. A full-size car with a 122-inch wheelbase, the Newport will compete in a lower price range than previous Chryslers, according to factory officials. Models will be displayed at Scribner Bohm in Ferndale.

Automatic transmissions are saving American motorists a lot of elbow grease. Today all Cadillacs have automatic transmissions as standard equipment. Automatic units are chosen by 98.9 per cent of Oldsmobile buyers, 98.7 per cent of Buick buyers, 96.3 per cent of Pontiac buyers, and 65.7 per cent of Chevrolet buyers.

If you are caught by a light change at an intersection, continue at safe speed. Approaching an intersection, stop safely if you can. But don't slam on the brakes.

## Rambler American Makes 1st Change In Appearance

For the first time since its introduction more than 10 years ago as the original compact car, the Rambler American for 1961 sports completely new styling. The Rambler American, which

has established a pattern of avoiding appearance change for change sake, will continue in the future on a basis of styling stability. The 1961 Rambler American also has reduced exterior dimen-

sions but with the same interior room for six persons.

A CONVERTIBLE and a four-door station wagon have been added to the line, which also includes two-door station wagons and two-door and four-door sedans. A total of 13 models are offered.

The 100-inch-wheelbase Rambler American is 5.2 inches shorter—now 173.1 inches in length—and three inches narrower than last year's model. The reductions in bulk were made possible by reducing the front and rear overhang, and by slimming down the side panels.

## Chevrolet Highlights New Body Styling For Driving Comfort

Complete new body styling, which provides easier loading for both passengers and baggage and establishes new heights in motoring comfort and convenience, is featured in the regular line of Chevrolet passenger cars.

The entire body, from floor to roof and grille to rear bumper, is new. Prime design emphasis has been placed on functionalism with thrift.

HIGH OF THE list of advantages of the all-new body are:

1. Easier entrance to passenger compartments.
2. Large, more accessible luggage space, with the trunk loading level lowered as much as 10.5 inches.
3. Improved chair height and over-the-hood visibility which will increase the ease of parking and add to driving safety.
4. Other safety items include improved brakes, overlap electric windshield wipers, and a new placement for the fuel tank which protects it from road hazards such as hard bumps and flying stones.

General Motors employees have received more than \$31 million during the past 18 years for submitting ideas to the company through the GM Suggestion Plan. From 1942 through 1959 GM employees submitted a total of 2,639,452 ideas, of which 641,026 were adopted.

The General Motors Technical Center occupies 330 acres of an approximately 900 acre tract. A group of 27 buildings, from gatehouses to ultra-modern laboratories, office and shop buildings, are located on the site.

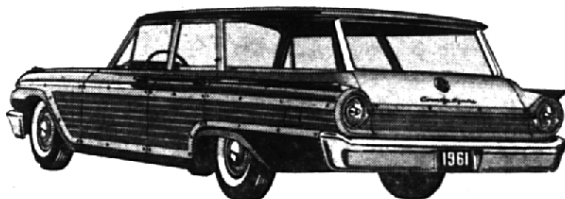
The center is the workshop of approximately 5,000 engineers, researchers, stylists, designers, mechanics, machinists and other specialists who use science and technology to consistently improve GM products.

If you have a blow-out, let your car coast to a stop. Don't brake hard. Move to the edge of the road.

If your brakes fail, use the hand brake. Steer into the curb is necessary.

If you start to skid, turn the wheels in the direction of the skid. Don't set your brakes.

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