

Major engineering innovations highlight the 1961 line of Rambler Six and V-8 models. The Rambler Classic Six features a new six-cylinder engine with a die-cast aluminum block, the first aluminum engine block produced in America for passenger car use by the die-cast method.

The new engine weighs 80 pounds less than the comparable cast iron engine on the 1960 Rambler and provides new ease of handling and steering. THE NEW aluminum-block engine represents a major breakthrough in lightweight automotive

design. Production was preceded by more than six years of American Motors' design experience with die-cast aluminum engines and the development of specialized production facilities costing more than five million dollars. Horsepower of the Rambler Classic Six remains at 127; the

Classic V-8 is rated at 200 horsepower. Power-pack options are available on both. Regular grade gasoline is recommended for all models. Want ads cannot be accepted after 5 p.m. each Tuesday.

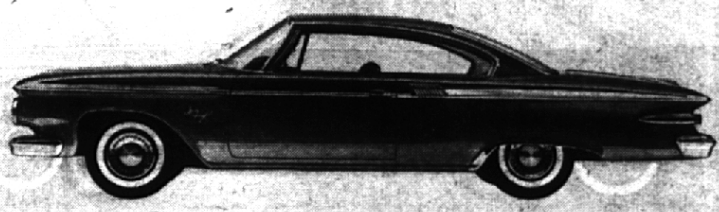
General Motors automotive testing facilities cover 6,285 acres and include the GM Proving Ground near Milford, Mich., the Desert Proving Ground 16 miles southeast of Mesa, Ariz., and the Pike's Peak engineering test headquarters at Manitou Springs, Col.

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61 PLYMOUTH... SOLID BEAUTY



61 Valiant! Looks and drives like twice the price

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When you visit the Plymouth-Valiant® display at the Show ... don't just stand there. Get the inside story. Get behind the wheel. See how beauty, comfort, ruggedness and economy add up to exceptional value. Discover how Chrysler Corporation's standard of excellence approaches your expectations. Then ... stand back and admire the classic, low-price Valiant, "King of the Compacts," and the low-price Plymouth, "King of the Road." Picture one in your driveway ... and make a date to drive it at your Plymouth-Valiant dealer's.

43rd National Automobile Show—October 15-23—Cobo Hall—Detroit