

Valiant: New Styling, 2 Convertibles

Valiant's fully new design for 1963 marks the first major styling change in the popular compact field since Chrysler Corp. first introduced the low-price Valiant in the fall of 1959.

Brand new in the 1963 line are two convertibles, to fill out a complete range of nine models and body styles.

The Valiant for 1963 is now on display in area dealer showrooms.

"The 1963 Valiant re-emphasizes its reputation as the value leader in the low-price compact field," C. E. Briggs, vice president of Chrysler Corp. and general manager of the Chrysler-Plymouth Division, declared. "It is Chrysler's lowest priced compact entry."

"We are convinced that the 1963 Valiant is the best all-around compact entry."

"We are convinced that the 1963 Valiant is the best all-around compact anybody has come up with yet," Briggs said.

The 1963 model has a new warranty for five years of 50,000 miles, whichever comes first, on the major power train components including engine, transmission, propeller shaft and universal joint and rear axle. This makes Valiant first in the compact car class to offer this extended owner protection.

TO BRING ABOUT the many significant engineering advances in the 1963 Valiant, the car was subjected to one of the most comprehensive testing programs in the history of the automobile industry, Chrysler reports. During its development, the car was put through more than a half-million miles of engineering road testing to establish its high degree of durability and reliability.

As in 1962, the new Valiant offers two engines. Its 170-cu. in. inclined six is the biggest standard engine in its field. The Super 225-cu. in. six is optional.

OVERALL LENGTH has been increased 2.2 inches, while width at the rear bumper is reduced 1.6 inches.

The new Valiant look is highlighted by a broad front-end treatment featuring, for the first time since 1957 on Chrysler Corp. cars, single headlights.

Ford Fairlane Adds 2 Hardtops 3 Station Wagons

Two completely new hardtops and three new station wagons feature Ford's line of Fairlane cars for 1963.

Introduced in 1962 in sedan models only, Fairlane passed the quarter-million sales mark at the end of the model year, outselling 20 other makes of full-line domestic cars.

The new Fairlane wagon line of three models includes the Fairlane Squire with simulated exterior wood paneling. Bucket seats will be available for the Squire Wagon as well as for the sports coupe.

Said Frank E. Zimmerman, Ford Division car marketing manager, "In addition to new hardtops and station wagons for 1963, the Fairlane line features restyled two- and four-door sedans."

"Engineering advancements and modern production techniques have eliminated the need for the traditional 1,000-mile inspection and have increased major lubrication intervals to 36,000 miles."

A wide range of economy and performance is offered by 21 different combinations of engines, transmissions and rear ends. The six-cylinder, 170-cubic-inch engine is available with standard or automatic transmission, the 221-inch V-8 is available with a three- or four-speed fully synchromeshed or two-speed automatic transmission and the 260-inch V-8 can also be obtained with a three-speed automatic transmission. Four separate differential ratios are available on all engines.



Le Mans Has 2 Styles

The Tempest Le Mans series is available in two body styles, the sports coupe and the convertible coupe. Either is readily identified by its own special grille and rear end

design. The car has contoured bucket seats, door-to-door carpeting and, on option, V-8 engine.

Dodge Unveils New Compact

Dodge has unveiled a new, larger, family-size compact — the 1963 Dart.

Built on a 111-inch wheelbase, the new Dart is 16 feet, 4 inches long. Nine models are offered, including two convertibles.

The new low-price compact is one of three separate Dodge lines for 1963. The others are the popular-price, standard-size Dodge and the medium-price Dodge 880.

ALL EXCEPT the new "880" are on display now at dealers' showrooms. The "880" line will be introduced in December.

Dodge General Manager Byron J. Nichols said the Dodge lineup for 1963 gives buyers "the widest choice and greatest variety" of cars in the company's 49-year

history.

Nichols said the new Dart provides "more room, more comfort, more convenience — in short, more of everything the average buyer

of a compact car seems to want."

The nine Dart models come in three series: the economical "170," the deluxe "270," and the "GT" sports series.

Women Workers Do Men-Size Jobs

The auto industry, which files an enormous mass of figures about itself with the government and information-disseminating groups, doesn't get down to separating the men from the women among the facts and figures.

This gap, one statistician explains, shows that the industry is more concerned with getting the best person for a job than with specifying whether a man or woman should fill it.

At Ford Motor Company women hold positions as varied as electronic computer programmer, manufacturing development engineer, technical bibliographer-translator, archives assistant, recreation leader, supervisor-technical information, research scientist, financial analyst, administrative coordinator, product design engineer, publications editor, and industrial relations analyst, to name a few.

Plymouth '413' Is a Sensation On Drag Strips

Plymouth's red hot new 413-cubic-inch Super Stock power plant has established itself as the sensation of the nation's drag strips in four months of running since its introduction as a production option by Plymouth in May of this year.

Rated at 410 horsepower with 11 to 1 compression ratio and 420 horsepower in a 13 1/2 to 1 version, the 413 Super Stock is the most powerful engine ever produced for Plymouth cars.

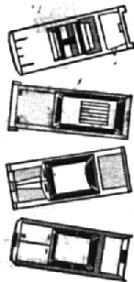
DRAG STRIP enthusiasts all over the country are hailing this new Plymouth power plant with lightning-like reflexes as the hottest thing that has hit the drag strips in years.

And for 1963 Plymouth is on the move with an even more competitive power plant for the drag races — a 426-cubic-inch Super Stock engine that will be available through Plymouth dealers beginning with the introduction of the 1963 models.

Owner-drivers are sweeping to an unprecedented string of trophy wins, piling up victory after victory in stock eliminator events, and smashing scores of track records in the 1962 Plymouth Super Stock 413.

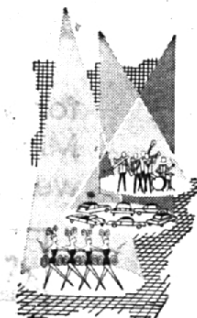
Across the United States, 300 owners of the Plymouth Super Stock 413 are the most enthusiastic drivers on the strips, and the hundreds of thousands of fans who watch them run are seeing some of the most powerful and dramatic demonstrations of Plymouth performance that any production stock car has ever known.

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