

Economy, Performance Illustrate '64 Valiant

The 1964 Valiant line of cars has a special appeal to those who ask for superior all-around performance along with economy of operation.

Most of the improvements in the 1964 models are functional, resulting in simplified maintenance and exceptional reliability in all kinds of weather and operating conditions, according to C. E. Briggs, vice-president of Chrysler Motors Corp. and general manager, Chrysler-Plymouth Division.

THEY INCLUDE refinements in the ignition system, the automatic choke, automatic transmission and crankcase ventilation system.

New features include a Chrysler Corp.-engineered, fully synchronized floor-mounted 4-speed manual transmission, a sure-grip differential to minimize rear wheel spinning on slippery surface and a push button electric windshield washer-wiper combination.

The 1964 models have a new front end with a grille of horizontal design extending the full width between headlights. The bumper is wider and mounted high to provide superior protection to the grille.

New vertical taillights, following the contour of the rear quarter panel, give the 1964 models a distinctively fresh appearance as seen from the rear.

THERE ARE nine separate models in four body styles and twelve exterior colors.

The deluxe cars of the Valiant

line are the Signet 300 two-door hardtop and convertible. They have front bucket seats, a bucket-styled rear seat, extra quality vinyl interior trim, deep pile floor carpeting and other interior comfort and appearance features.

The hardtop is available this year with a black or white vinyl covered roof. All Signets have identifying exterior trim features, including special wheel covers.

The popular V-200 line consists of a four-door sedan, two-door sedan, convertible and four-door station wagon, all with attractive stainless steel body trim at bumper height and stainless steel roof drip rail mouldings.

The V-200 cars have extra quality interiors with pleated seat upholstery, vinyl door trim panels and color keyed deep pile floor carpeting. They also have many extras, such as back-up lights, arm rests in both front and rear and a special steering wheel with horn ring.

THE SAME BODY styles, except for the convertible, are available in the V-100 series, which has all the performance and roominess of higher priced models.

All Valiant cars have slant six overhead valve engines with a standard displacement of 170 cubic inches and an optional displacement of 225 cubic inches.

The 5-year or 50 thousand-mile warranty on the engine and drive train components introduced on 1963 models is continued for 1964. Higher compression ratios for

both the standard and the optional engines provide improved economy on regular grade fuel. The previous 8.2 to 1 compression ratio, standard for both engines, is increased to 8.5 to 1 for the standard 170 cubic inch engine, and to 8.4 to 1 for the 225 cubic inch optional engine.

VALIANT ENGINES have a new, diaphragm-type automatic choke. The vacuum-operated diaphragm is enclosed in a self-contained unit mounted alongside the carburetor body. Its function is to assist in opening the choke blade after the engine has started. Since it has no sliding parts, the need for maintenance is eliminated.

The diaphragm action offers no resistance to the closing action of the automatic choke spring in returning the choke blade to starting position after the engine has been stopped and allowed to cool.



Features of Dodge 880

The medium-price line of Dodge 880 and manual transmission. The nine big models in the 880 line are designed "for the buyer who wants big-car luxury at a moderate price."

'Silver Arrow' To Add Interest In Buick Display

A spectacular car in the 48th auto show, Jan. 18-26 at the Detroit Artillery Armory will be one-of-a-kind custom edition of Riviera by Buick, the two-door sports coupe introduced only last year as an American bid for an international classic car.

This one car has been named the Riviera Silver Arrow and presents experimental refinements on Riviera as it is now seen on the road all over the country.

Riviera's inherently fine design has been given a look of even lower lowness, largely by lowering the roof line two inches, lowering further the entire car on its suspen-

sion, and by extending the rear profile by five inches. The grille is bolder and headlamps have been moved into the beautiful fender grilles.

TURN SIGNALS are unique, each a row of three lights which flash in sequence and indicate direction much as animated signs do. Similar signals operate on the inside panels when doors are opened for exit.

Experimental Astro-bucket seats allow the lowered roof. They provide thinner sections with comfortable, increased back inclination, inside lighting is from 16 courtesy lights, and red light is used on instrumentation for rapid night vision adaptation.

Silver Arrow has Delco radio-telephone, the microphone suspended from the ceiling, controls hidden, a left-foot button for push-talk. Rosewood adds richness to the interior — console, steering wheel, door panels, rear quarters,

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