Economy, Performance Illustrate '64 Valiant

The 1964 Valiant line of cars has a special appeal to those who seek 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 exposed manual transmission, a rear-view mirror, a safety belt and a padded steering wheel with horn. The 1964 models have a new front grille with a grille of horizontal design extending the full width between headlamps. The bumper is wider and mounted high to provide greater protection to the grille.

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

There are nine separate models in the body style offering, press agitator, and exterior colors. The deluxe cars of the Valiant line are the Signet 200 two-door hardtop and convertible. They have front bucket seats, a high-back seat, extra quiet 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 convertible and floor-four-door hardtop. The 1964 models are powered by the 225-cubic-inch six-cylinder engine, and the larger 320-cubic-inch V-8 engine. The V-200 cars have extra quality interior appointments and other quality 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 button.

Valiant engines are a new, larger-displacement automatic choke. The vacuum-operated diaphragm is enclosed in a self-contained unit mounted alongside the engine's flywheel housing. The diaphragm is operated by the weight of an armature, which is a spring-steel spring that is automatically returned to its original position after the engine has been started and allowed to cool.

Features of Dodge 880

The medium-priced line of Dodge 880 and Custom 880 models for 1964 has new styling and a host of convenience and performance improvements. New features include an optional tilt steering wheel and a four-speed 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 4th Auto Show, Jan. 13-28 at the City Artillery Armory will be one of a kind custom utility of Riviera by Buick, the two-door sports coupe introduced last year at the Detroit Auto Show as an American bid for an international classic car. This one car has been named the Riviera Silver Arrow and presents experimental modifications on Rivaera as it is new seen on the road all over the country.

Riviera's functionally fine design has been given a look of even longer loafer lines, largely by lowering the roof line two inches, lowering further the entire car on its suspension and by extending the wheel profile by five inches. The grille is set with bright chrome striping and the bumpers have been turned into the handsome fender grilles.

The new models are equipped with a row of three lights, each with its own separate housing, which is an added safety feature to the car's styling. The lights are also controlled from inside the car through switches in the dashboard and the steering column.

Experimental Air-Basket sides allow the lowered roof. The car is not intended as an experimental model. The side windows are made of special lightweight material, which is strong and flexible. The car is designed to be easy to maintain and has a long life expectancy.

Silver Arrow has a Delco radio, a complete blue-ray telephone, the front of the car having a new, full-size bumper, a left footrest, a leather seat, a built-in safety belt system and a built-in steering column. The car is equipped with all the latest safety features, making it a truly safe and attractive car.

If you think designing a car is the work of an artist, you have a new model at the Auto Show this year, the '64 Impala. This car is the culmination of years of research and development, and it is the result of a continuous effort to improve the car's performance and safety.

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