



Family Weekly Auto Show

# The '61 Cars Stress **ECONOMY, BEAUTY, COMFORT**

*Vast improvements in  
existing models, plus  
the introduction of four new ones,  
highlight the practical styling  
of next year's autos*

By **STANLEY H. BRAMS**

**T**HE NEW MODEL automobiles, more than ever before, are family automobiles. Their direction has veered from past patterns which critics said were often oversized and overdressed.

The 1961 auto is more like a true member of the American family—still full of fun and go, but practical and economy-minded.

This change comes as a climax to a revolution that shook the automobile world a year ago when the new compacts first entered showrooms. The approach pioneered by Rambler, and later by Lark, was joined by Falcon, Corvaire, and Valiant, then Comet and the somewhat larger Dart.

Car makers introduced new members of their families with much uncertainty, but a few months proved them right. Now there's overall emphasis on trimness.

You will see this clearly if you attend the first National Auto Show which opened in Detroit this weekend—and if you can't, study the full-color pictures presented here in the annual **FAMILY WEEKLY** Auto Section. Notice the tailoring? The 1961s have the appearance of a supremely confident lady of fashion who knows that the best taste is found in lines of classic simplicity.

Big fins have disappeared. Plymouth and Dodge, noteworthy adherents of that style, have given them up altogether. So has Chevrolet. Dart has cast off the half-fins with which it started. Ford keeps only vestiges, calling them "blades."

The finny rear fenders that remain are treated more conservatively or more ingeniously; Chrysler, for example, modifies its rear design with a reverse curve of sorts.

Smoother hoods drop away gracefully, flowing into grilles whose theme is likely to tend toward sedate patterns of squares or checks. Sides carry less bright metal, and most are flatter—although Cadillac has inaugurated a rounded treatment below the belt line.

Yet simplicity of line does not mean an end to originality—as witness Imperial's cleverly recessed headlights that stand free in a manner reminiscent of classic cars of the past.

Windshields are confined more to the front. Extensions into the

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▲ CORVAIR

▼ COMET



▲ RAMBLER

▼ PLYMOUTH

