

Simca Is New Kind Of Economy Car

-Women Have Big Role

(Continued from Page 2C)
A woman's off-hand suggestion may be picked up by an alert auto salesman... passed on to the distributor... and in turn reported to the auto manufacturer. The latest improvement may have started as a casual remark in a showroom.

Safety features are a prime concern of all women drivers. Playing chauffeur all day to a carload of kids isn't easy, and a woman's car must be in tiptop condition all the time — particularly brakes and tires.

Without the mechanical skills of her husband, the little woman wants the most dependable tires she can get. According to Tyrex Inc., the association of Tyrex rayon and cord producers, milady is not inclined to change a flat tire or handle a blowout, and will go to great lengths to insure herself and her passengers a safe ride.

Normally, when the time comes to replace her tires, the lady-of-the-house will look for "the same kind of tires that come on the news cars," showing confidence in safety-conscious Detroit's selection of top-notch original equipment. The tires that have come on virtually all of the new model cars for the past five

years, incidentally running the full range from the most expensive automobile to the most economical... have been equipped with tires containing Tyrex rayon cord.

Even seatbelts owe much of their popularity to women drivers. Dealers and garages report that most seat belt inquiries are from women. Once installed, seat belts are used more regularly by women than by men.

Women excel in the field of conveniences. They first started with the home, got what they wanted, and then turned their attentions to the auto. They're getting what they want there, too.

Automatic shifting took the complication out of driving — opening the roads to millions of female drivers. Power steering was designed with the woman in mind — no more back-breaking job of parking, or maneuvering out of tight corners.

Style-conscious women have been responsible, to a great extent, for the designs of today's cars. At one time, autos were painted only in somber tones — gray, brown or black. But, in the 1930's, in order to woo female buyers, auto manufacturers started dressing up their cars. Today, there are more and brighter colors; two-tone jobs; wider choice

of upholstery materials that are color-coordinated with the exterior.

As far as the "little extras" are concerned, probably every female has her own private wish when it comes to the ideal auto. But, in general women are down on low-slung cars. Our fashion-plates just can't get in and out gracefully — their skirts ride up, stockings run, and hats get knocked off.

Some women suggest the steering wheel be moved further back, or made adjustable. They say it's too close to the seat... disastrous if they gain a few pounds. Others complain about the auto "well"... think it's too deep and uncomfortable... also very hard to clean. A few women even miss the old-fashioned running board.

The problems are feminine — they're universal — and will probably take a female engineer in Detroit to solve!

One automobile showroom has put up a suggestion box for women only! It's filled with their ideas — almost as many as there are hat styles. A few, picked at random, include:

- A car designed with a special roll-in grocery cart to eliminate lifting heavy bundles in and out of the backseat or trunk.

Engineers Utilize Latest Design Methods; Has Sports Car Pick-up, More Gas Mileage

NEW YORK — The new Simca 1000 four-door sedan, which has taken Europe by storm since its introduction at the Paris auto show, will make its debut in the United States market late this year.

Some 250 automotive and business writers from all over the country attending the Chrysler Corporation's national press preview of its 1963 cars at Tamiment in the Poconos of Pennsylvania, witnessed the first American showing of the new Simca and test drove its over curving mountain roads.

"Simca engineers, utilizing the latest design improvements and modern construction methods, have put maximum space into minimum outside dimensions in the Simca 1000 to create a new kind of economy car," Peter Nunez, General Manager, U. S. Simca Sales, International Operations, Chrysler Corporation, told the newsmen.

"In an unusually grueling 20,000-mile endurance test over all kinds of roads at the Chrysler Proving Grounds at Chelsea, Mich., the rear engine Simca 1000 came through with flying colors. It was more economical on gas, accelerated better, handled easi-

er and had a higher top speed than the top-selling imports. And it has more interior room," Mr. Nunez said. "This 20,000-mile engineering test is the equivalent of 80,000 miles of normal owner driving."

The Simca 1000 is the first automobile specifically designed for the European Common Market and the world market as well, Mr. Nunez said.

"It's reception in France has been so enthusiastic that there now is a two month backlog of orders. There also are waiting lists for the Simca 1000 in the Common Market countries, including West Germany. And because of its enthusiastic reception, the Simca 1000's introduction to the U. S. market had to be delayed."

The Simca 1000 has a brand new rear engine and transaxle drive. In combination with the car's new 4-speed forward transmission — all four speeds are synchromesh — and its exceptionally easy shifting, new hydraulically-operated clutch, they provide the Simca 1000 with "sports car pick-up and greatly improved gas economy." There is a floor-mounted stick shift lever between the front seats.

The new 4-cylinder-in-line engine with a displacement of 57.61 cu. in. (944 cc) is mounted behind the rear axle and features a five-main-bearing crankshaft for rigidity, quietness and long engine life. It is SAE rated

at 45 hp at 5,000 rpm with a compression ratio of 7.8 to 1 and it operates either on regular or premium gas.

All four wheels of the car are independently suspended, which enables the Simca 1000 to take the roughest road in stride and provides unusually fine riding, handling and road-hugging characteristics.

Extra wide and high doors combine with the Simca 1000's exceptionally comfortable twin bucket seats and well-padded rear seat to make entrance and exit from the car easy and effortless. All four doors open a full 90 degrees.

"There is less weight in the Simca 1000, more interior room than its competitors, and there is not an inch of space wasted," Mr. Nunez explained.

A woman no longer takes a back seat when it comes to autos. She's up front, steering. Destination: Detroit — and the ideal auto, designed especially for HER!

Advocates of high gasoline taxes and other highway user taxes contend that the money is needed to pay for roads. The dissidents assert that American motorists have paid for billions of dollars' worth of roads that they will never see, charging diversion to non-highway uses.

South Carolina Soil



EARLY COLONISTS SAW INDIANS PUT FISH BESIDE CORN PLANTS TO MAINTAIN SOIL FERTILITY.

NATURE UNDISTURBED REPLACES SOIL MINERALS WHEN PLANTS AND LEAVES DECAY

WHEN CROPS ARE REMOVED FROM THE LAND PRECIOUS SOIL MINERALS GO TO MARKET WITH THEM UNLESS THEY ARE REPLACED FARMERS CANNOT GET TOP YIELD.



TREL A NEW FORMULA CONTAINS ALL THE MINERAL TRACE ELEMENTS NEEDED FOR LOCAL SOILS. EACH ACRE CAN BE TREATED FOR LESS THAN THE COST OF A BUSHEL OF CORN.



Gems of Thought

The basest of all things is to be afraid. —William Faulkner

To him who is in fear everything rustles. —Sophocles

Do not bite at the bait of pleasure till you know there is no hook beneath it. —Thomas Jefferson

Profound sincerity is the only basis of talent as of character. —Ralph Waldo Emerson

See What's New At Your CHEVROLET Dealer

LOOK

Our Eye-Poppin' Specials Give You More Car for Your Money

Our Generous Trading Policy Gives You More Money For Your Car

EYE 'EM AND YOU'LL BUY 'EM

Corvair 500 Club Coupes
At Budget Pleasing Prices



Bargain Priced Chevy II



DON'T BUY TILL YOU CHECK OUR DEAL!

Take your pick of America's Most Popular Cars. Hurry in and see our wide selection of models.

Special Buys Also in "OK" USED CARS

Special Buys Also in "OK" USED CARS

Open 'Til 9 P.M. "WE ARE EASY TO DO BUSINESS WITH" N.C. Dealer 2787

CARPENTER'S

CHEVROLET

616 E. Main St. Ph. 684-0521

IF YOU PLAN TO GO,
GO WITH CONFIDENCE

1ST

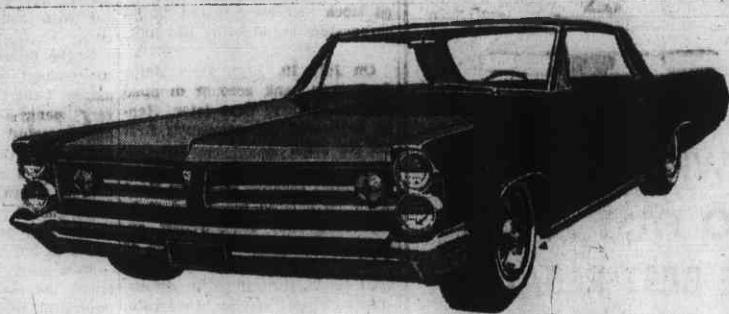
IN SALES

CLASSIC SPORTS GROUP

PONTIAC GRAND PRIX

Reported Sales January 1 Through March 31, 1963

Make	Unit Sales	% of Total
Grand Prix	19605	40.0%
Thunderbird	14529	29.8%
Riviera	9122	18.8%
Starfire	5664	11.8%




GRAND PRIX SPORTS COUPE

STOP IN TAKE A TEST RIDE

★ ★ ★ ★ ★

Pontiac-Tempest Sales and Service



823 Morgan St. Phone 684-0416 N. C. Dealer 798-A