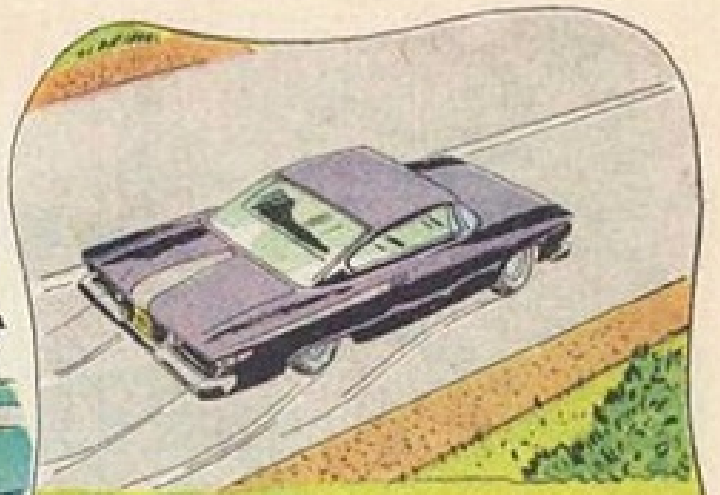


**S**UPPOSE THE TURN INDICATOR LIGHT ON THE INSTRUMENT PANEL DOESN'T WORK...OR FLASHES TOO FAST. THAT MAY MEAN ONE OF THE OUTSIDE LIGHTS ISN'T WORKING. HAVE IT FIXED!



**I**F THE STEERING WHEEL PULLS TO ONE SIDE WHEN YOU BRAKE, HAVE THE BRAKES CHECKED PRONTO! (AND SPEAKING OF BRAKES, ANY TIME YOU NEED FLUID INSIST ON SAE HEAVY DUTY FLUID...IT'S A MUST.)

**I**F THE WIPERS STREAK, HAVE THEM REPLACED AT ALMOST ANY SERVICE STATION. THEY'RE INEXPENSIVE—AND WHY DRIVE HALF BLIND?\*



**A**ND IF YOU HEAR ANY KIND OF UNUSUAL NOISE—HAVE THE CAR CHECKED—IT MAY BE SERIOUS. THE PRO NEVER TAKES UNNECESSARY CHANCES!

MY, BUT THERE ARE A LOT OF THINGS TO REMEMBER! IT ALL SEEMS LIKE A BIG JOB!

IT IS A BIG JOB, BUT ALL YOU HAVE TO DO IS KNOW THE SYMPTOMS—THE WORK IS DONE BY THE SERVICE MAN.



THEN, WITH THE CAR IN PERFECT WORKING CONDITION—LIKE THIS DART—THE PRO HAS TWO BASIC RULES HE NEVER FORGETS—

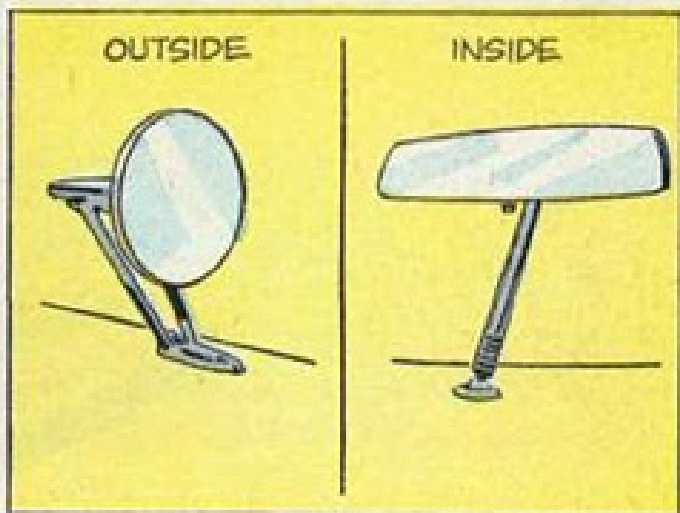
RULE ONE: LOOK AHEAD, THINK AHEAD.  
RULE TWO: DON'T COMPETE—COOPERATE!



YOU'LL SEE THE RULES START WORKING BEFORE I TURN THE KEY. FIRST I MAKE SURE THE SEAT AND MIRRORS ARE POSITIONED RIGHT.



"OUTSIDE REAR VIEW MIRROR AND INSIDE MIRROR SHOULD WORK WITH EACH OTHER TO GIVE WIDEST POSSIBLE REAR VISION. DON'T LET THEM COVER ONLY THE SAME AREA."



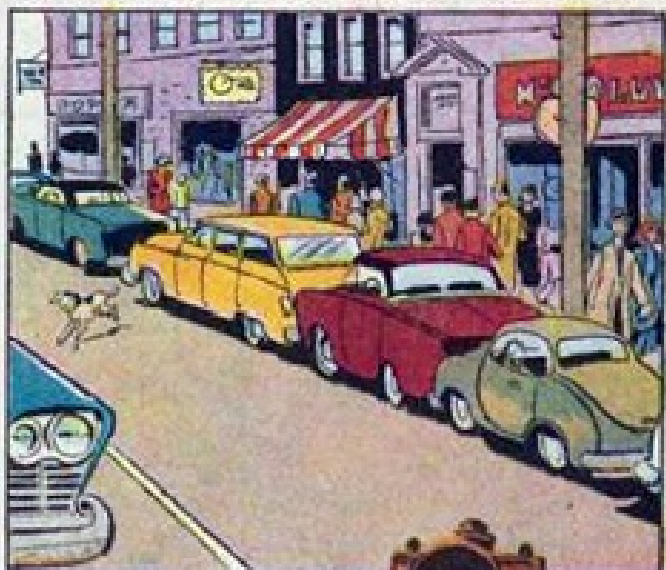
NOW LOCK THE DOORS—AND FASTEN YOUR SEAT BELTS.

SAY, THIS BELT IS DARN COMFORTABLE! I'M GOING TO ASK DAD TO HAVE THEM INSTALLED IN OUR CAR.

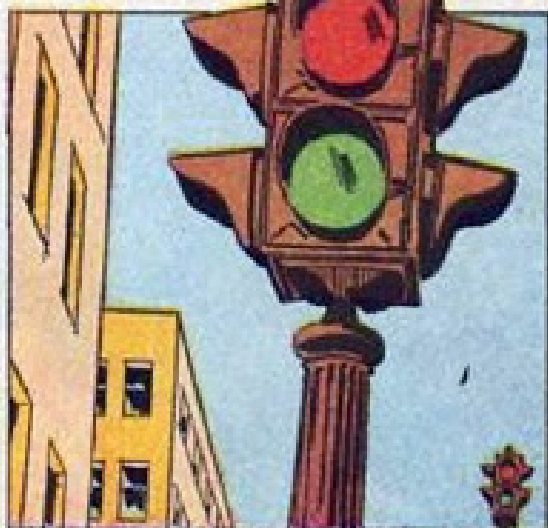


SO AM I.

"DRIVING IN CITY TRAFFIC CALLS FOR ALERTNESS EVERY MOMENT. **LOOK AHEAD—THINK AHEAD.** FOR INSTANCE, THAT LINE OF PARKED CARS AHEAD.

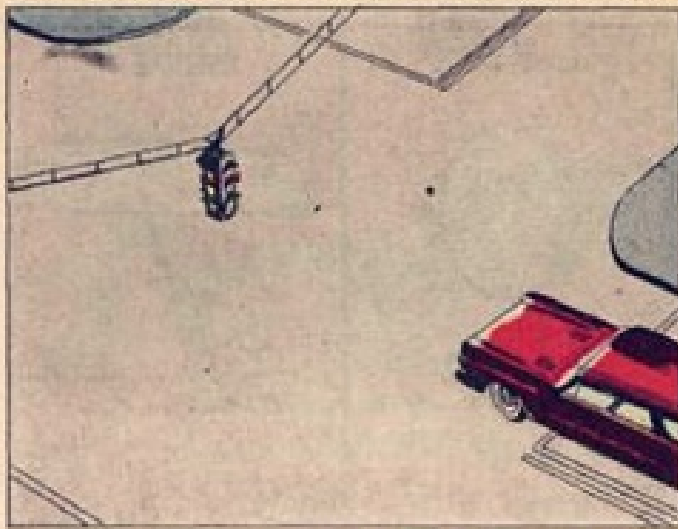


"DRIVE AS FAR TO THE LEFT AS YOU CAN WITHOUT BLOCKING TRAFFIC. WHY? BECAUSE A KID MAY DART OUT INTO THE STREET. THE FURTHER AWAY YOU ARE THE BETTER CHANCE OF AVOIDING ACCIDENTS!"



"TO SAVE YOUR BRAKES, AND GAS, TOO, TIME THE FLOW OF TRAFFIC AND THE PATTERN OF STOP LIGHTS. DRIVE AT A STEADY MODERATE SPEED."

\*BUT REMEMBER—IF THE LIGHT TURNS GREEN JUST AS YOU REACH AN INTERSECTION, ALWAYS LOOK BOTH WAYS DOWN THE CROSS STREET. MAKE SURE NO ONE IS TRYING TO GET THROUGH.

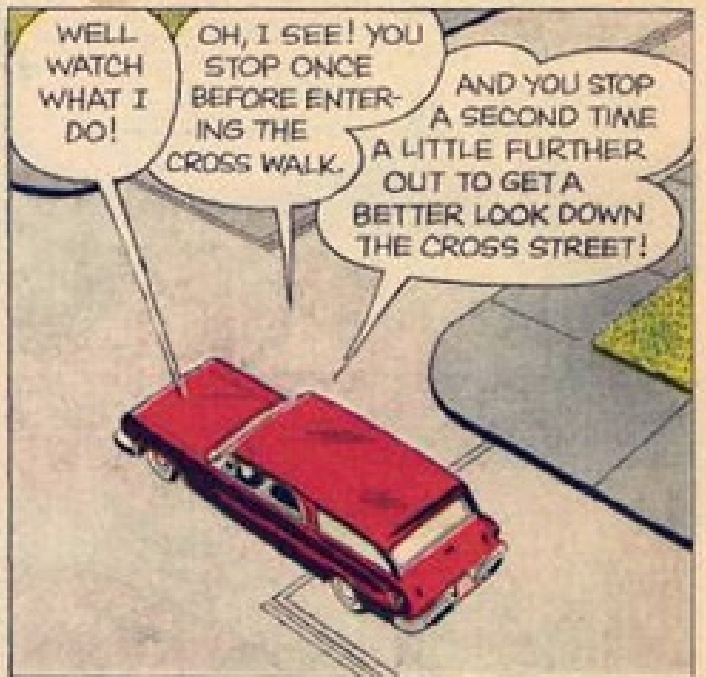


\*WHEN YOU WANT TO TURN—SIGNAL CLEARLY AND WELL IN ADVANCE. IF YOU MUST STOP, POINT YOUR WHEELS IN THE DIRECTION YOU'RE TURNING. ON LEFT TURNS, WAIT FOR AN OPENING. DON'T BLUFF YOUR WAY THROUGH. DON'T COMPETE—CO-OPERATE.\*



LOOK—THERE'S A "STOP TWICE" SIGN!

A "STOP TWICE" SIGN? IT'S JUST A PLAIN STOP SIGN AS FAR AS I CAN SEE.



WELL WATCH WHAT I DO!

OH, I SEE! YOU STOP ONCE BEFORE ENTERING THE CROSS WALK.

AND YOU STOP A SECOND TIME A LITTLE FURTHER OUT TO GET A BETTER LOOK DOWN THE CROSS STREET!



LITTLE TRICKS LIKE THAT CAN SAVE YOU A LOT OF TROUBLE. HERE'S ANOTHER—LEFT FOOT BRAKING.

DID YOU SAY LEFT FOOT BRAKING?

\*I DID, CHUCK, CARS WITH AUTOMATIC TRANSMISSIONS AND EXTRA WIDE BRAKE PEDALS MAKE IT EASY TO KEEP THE LEFT FOOT LIGHTLY ON OR OVER THE BRAKE PEDAL. THEN YOU CAN STOP ALMOST 1/2 SECOND FASTER—SAVE OVER 13 FEET AT 30 MPH.\*



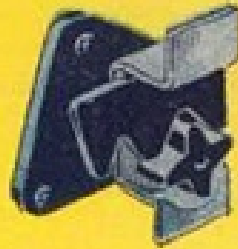


# AND HERE ARE FEATURES TO MAKE DRIVING E

ALL OF THESE FEATURES ARE AVAILABLE IN THE 1961 CHRYSLER CORPORATION EITHER AS STANDARD OR OPTIONAL EQUIPMENT.

## SAFETY DOOR LATCHES

GRIP TIGHTLY, RESIST OPENING IN CASE OF ACCIDENT. STATISTICS PROVE THAT YOU'RE TWICE AS SAFE INSIDE THE CAR DURING A COLLISION THESE RUGGED LATCHES BOOST THE ODDS IN YOUR FAVOR. (STANDARD EQUIPMENT)



## REAR WINDOW DEFOGGER

CLEAR FOG AND FROST FROM REAR WINDOW IN MINUTES. HELPS MELT SNOW AND ICE TO GIVE YOU VITAL REARWARD VISION IN BAD WEATHER. (OPTIONAL EQUIPMENT AVAILABLE ON MOST MODELS)

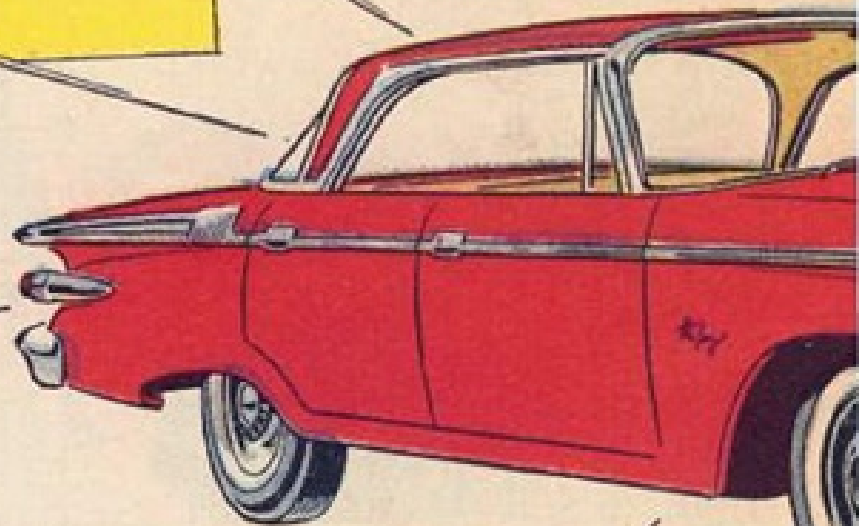
## SEAT BELT

PLANE USE, TOO. NOT ONLY IMPORTANT THEY ALSO GIVE YOU LONG



## EMERGENCY BLINKERS,

CONTROLLED BY A KNOB ON THE DASH, FLASH ALL FOUR TURN SIGNAL LIGHTS CONTINUOUSLY IN CASE YOU HAVE TO STOP ON THE HIGHWAY. (OPTIONAL EQUIPMENT)



THE 1961 PLYMOUTH

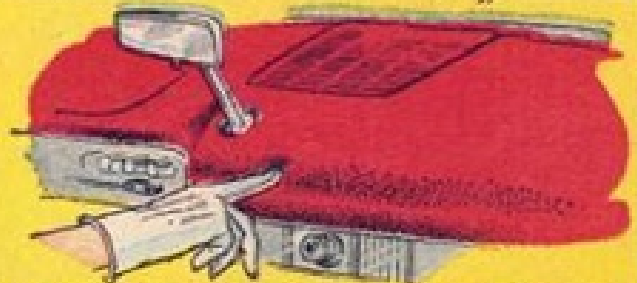
## SAFETY SEAT BELTS

TO ENCOURAGE GREATER USE OF SAFETY SEAT BELTS CHRYSLER CORPORATION PASSENGER CARS WILL BE EQUIPPED WITH FACTORY INSTALLED ATTACHMENTS TO ENABLE MOTORISTS TO INSTALL THEIR OWN SAFETY SEAT BELTS WITHOUT THE NEED FOR DRILLING OR SPECIAL TOOLS.

THESE ATTACHMENTS WILL BECOME STANDARD EQUIPMENT ON CHRYSLER CORPORATION'S 1962 MODELS. THE SAFETY SEAT BELTS WILL BE OFFERED TO CHRYSLER CORPORATION DEALERS ON A NON-PROFIT BASIS WITH THE ADDITIONAL RECOMMENDATION THAT THEY MAKE THEM AVAILABLE ON A SIMILAR BASIS TO OWNERS OF ALL MAKES OF CARS.

## INSTRUMENT PANEL SAFETY CUSHIONS

REDUCE THE LIKELIHOOD OF HEAD AND CHEST INJURY DURING PANIC STOPS AND CRASH IMPACTS BY ABSORBING ENERGY AND SPREADING THE LOAD. THESE CUSHIONS, OFFERED FOR ALL CHRYSLER MODELS, ARE MADE OF POLYURETHANE, A MATERIAL HAVING FIVE TIMES THE ENERGY ABSORBING CAPACITY OF SPONGE RUBBER. (OPTIONAL EQUIPMENT)



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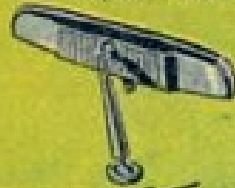
# CARS DEVELOPED BY THE PROS EASIER, SAFER, MORE FUN!

1961 CARS FROM  
OPTIONAL EQUIPMENT

ITS FIRST DEVELOPED FOR AIR-  
HAVE PROVED THEIR VALUE IN CARS,  
ONLY ARE THEY ONE OF THE MOST  
IT SAFETY FEATURES AVAILABLE—  
VE SUPPORT AND REDUCE FATIGUE  
TRIPS. (OPTIONAL EQUIPMENT)



**FLEXIBLY MOUNTED  
REAR VIEW MIRROR**  
IS EASY TO ADJUST THE  
WAY YOU WANT IT, MOVES  
OUT OF THE WAY  
WHEN HIT. (STANDARD  
EQUIPMENT)



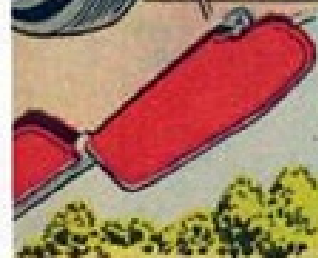
**"CHEST PROTECTOR"  
STEERING WHEEL**

HELPS PREVENT CHEST FROM  
HITTING STEERING COLUMN  
IN CASE OF ACCIDENT. SPOKES  
AND RIM "GIVE" WHEN STRUCK  
TO SOFTEN THE IMPACT.  
(STANDARD EQUIPMENT)



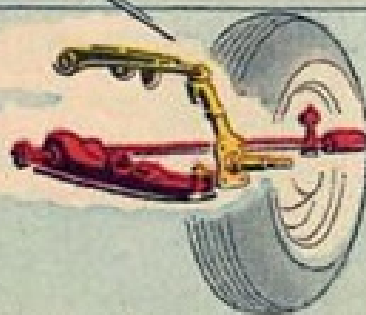
**CONSTANT-CONTROL  
POWER STEERING**

WORKS FOR YOU ALL THE TIME,  
NOT JUST TURNING CORNERS AND  
PARKING. IT DOES 80% OF THE  
WORK, MAKES STEERING ALMOST  
AS EASY AS DIALING THE PHONE.  
(OPTIONAL EQUIPMENT)



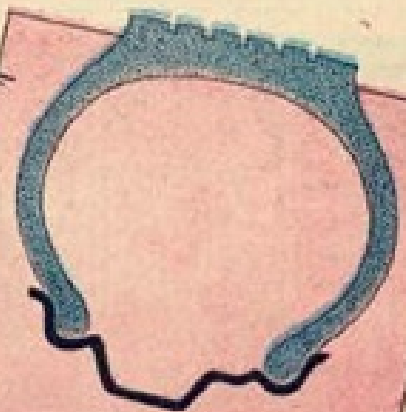
**SAFETY CUSHION  
VISORS**

ARE CUSHIONED WITH  
ENERGY-ABSORBING  
PLASTIC FOAM TO PROTECT  
PASSENGERS IN CASE  
OF ACCIDENT.  
(OPTIONAL EQUIPMENT)



**TORSION-BAR SUSPENSION**

USES A UNIQUE COMBINATION  
OF TORSION BARS UP FRONT  
AND LEAF SPRINGS IN BACK  
TO HELP MAKE HANDLING QUICK  
AND SURE, KEEP THE CAR  
LEVEL ON ALL SHARP TURNS.  
(STANDARD EQUIPMENT)



**SAFETY RIM WHEELS**

HOLD THE TIRE SECURELY  
IN CASE OF A BLOWOUT.  
LETS THE DRIVER BRING CAR  
TO A SAFE, CONTROLLED STOP.  
(STANDARD EQUIPMENT)

NOW LET'S CHECK OFF SOME POINTERS ON OPEN ROAD DRIVING IN THIS PLYMOUTH, CHUCK.



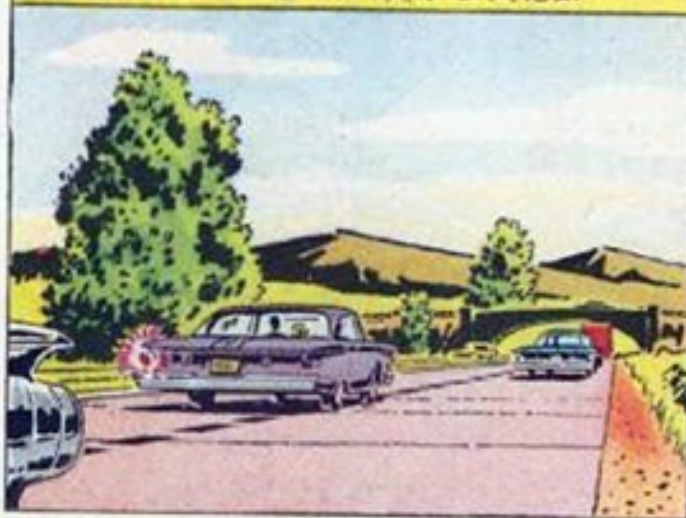
"WHEN ENTERING A HIGHWAY, YOU'VE GOT TO DO 3 THINGS: CHECK THE SPEED OF ON COMING CARS ...LOOK FOR AN OPENING AS YOU MOVE UP THE MERGING LANE...AND ACCELERATE TO GET RIGHT IN PACE WITH TRAFFIC."

LOOK AHEAD—THINK AHEAD. DON'T COMPETE—COOPERATE. RIGHT?

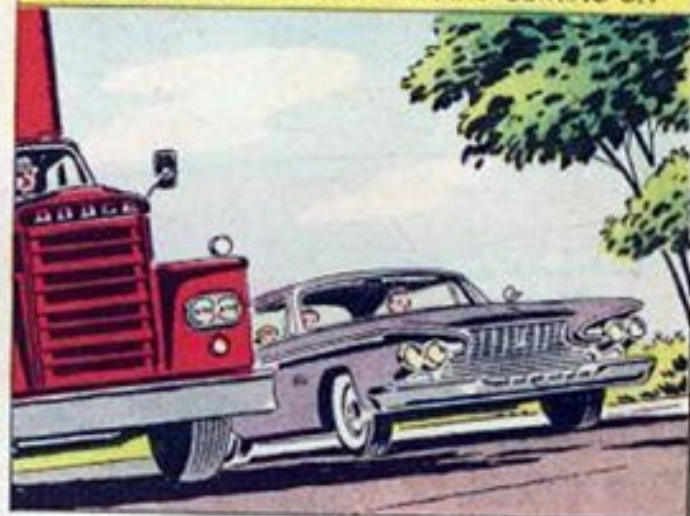


RIGHT! THAT RULE IS SO IMPORTANT ON THESE FAST NEW SUPER-HIGHWAYS.

"COMMUNICATE WITH THE DRIVERS AROUND YOU. FLASH YOUR TURN SIGNAL WHEN YOU PLAN TO CHANGE LANES—AND WELL IN ADVANCE OF BEGINNING THE LANE CHANGE."



WHEN YOU PASS—DON'T KEEP IT A SECRET. USE TURN SIGNAL IN ADVANCE. DON'T 'TAILGATE' THE CAR YOU'RE PASSING. HOLD BACK A LITTLE, YOU'LL BE ABLE TO SEE WHAT'S COMING UP."



GOING UP A HILL, SLOW DOWN BEFORE YOU REACH THE TOP. MAYBE THERE'S A VEHICLE STALLED JUST OVER THE CREST. GIVE YOURSELF TIME TO STOP...



"GOING DOWN A STEEP HILL, SHIFT INTO A LOWER GEAR. PUMP THE BRAKE PEDAL—DON'T RIDE IT. YOUR BRAKES WILL LAST A LOT LONGER THAT WAY."

"KNOW HOW TO HANDLE A **BLOWOUT?** NEVER JAM ON BRAKES. PULL OFF TO THE RIGHT SHOULDER AS FAST AS YOU CAN WITHOUT INTERFERING WITH OTHER TRAFFIC AND COAST TO A STOP IF THERE'S ROOM."



SAY, WHY ARE YOU TURNING ON YOUR LIGHTS, MR. SNYDER. IT'S NOT EVEN DARK YET!

IT HELPS OTHER DRIVERS SEE ME! THERE ARE THREE SITUATIONS WHEN IT'S TOUGH FOR OTHER DRIVERS TO SEE YOU.

AT DUSK

IN RAIN OR FOG

WITH RISING OR SETTING SUN BEHIND YOU



IN EVERY CASE THE EXPERT USES HIS **LOW BEAMS** NOT HIS PARKING LIGHTS!



WHAT DO YOU DO WHEN THE GUY COMING TOWARDS YOU AT NIGHT WON'T LOWER HIS BEAMS?

DON'T GET MAD AT HIM! DON'T KEEP YOUR HIGH BEAMS ON TO TEACH HIM A LESSON. YOU MIGHT MAKE HIM VEER INTO YOU!

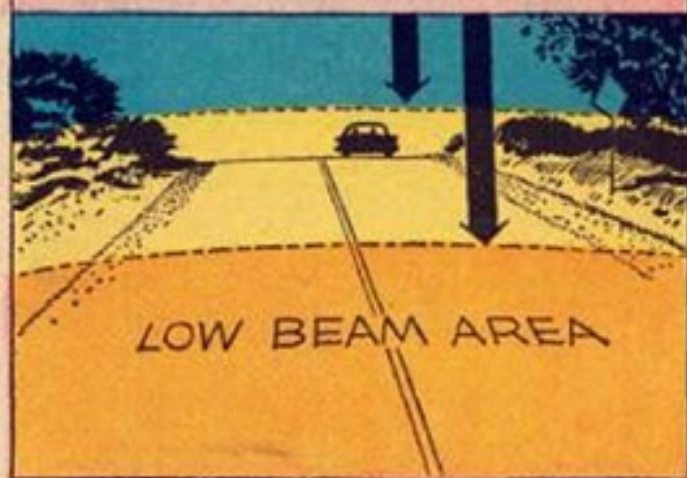


ACTUALLY HE MAY BE ON LOW BEAMS BUT MAY HAVE FAILED TO GET HIS HEADLIGHTS REAIMED TO COMPENSATE FOR A HEAVY LOAD IN THE TRUNK!

KEEP YOUR GAZE TO THE RIGHT SIDE OF THE ROAD TILL MR. HIGHBEAMS IS PAST—AND THEN THANK YOUR LUCKY STARS HE IS PAST!



\*DON'T BE STINGY WITH YOUR HIGH BEAM. MANY PEOPLE LEAVE THE LOWS ON RATHER THAN OPERATE THE SWITCH CONSTANTLY. NOT THE PRO. HE'LL NEVER BLIND THE MAN AHEAD BUT HE'LL FLICK THOSE HIGHS BACK ON AS SOON AS POSSIBLE.



OH, OH, IT'S STARTING TO RAIN! BAD WEATHER DRIVING I DON'T LIKE!

—AND THE START OF RAIN IS THE WORST TIME, SALLY! SURFACE DUST AND OIL MIX WITH WATER AND BECOMES A SLICK COATING. CONTINUED RAIN WASHES IT AWAY—BUT DRIVE EXTRA CAREFULLY THOSE FIRST FEW MINUTES.



"IF YOU HAVE TO DRIVE THROUGH A FLOODED SPOT, CREEP SLOWLY, IN LOW GEAR..."



"IF YOUR ENGINE STARTS TO SPUTTER, PULL OFF THE ROAD, GO INTO NEUTRAL GEAR AND FEED IT GAS. THE ENGINE WILL DRY BY ITS OWN HEAT."





**HERE ARE SOME OF THE  
TECHNIQUES THE PROS USE TO  
MAKE WINTER DRIVING EASIER!**



**DON'T DRIVE BLINDFOLDED! GET THE SNOW AND ICE OFF ALL THE WINDOWS BEFORE YOU START. ANOTHER GOOD TIP: TURN ON THE FRONT AND REAR DEFROSTERS AS SOON AS YOU START THE CAR, EVEN BEFORE THE HEATER'S WARMED UP, AND BEFORE WINDOWS CAN GET CLOUDED UP.**



**PULL OUT OF A SKID BY TURNING THE FRONT WHEELS IN THE SAME DIRECTION THE BACK WHEELS ARE SLIDING. DON'T HIT THE BRAKES. PREVENT SKIDS BY DRIVING SLOWLY ON SLIPPERY SURFACES — EVEN THOUGH YOU HAVE SNOW TIRES OR CHAINS.**



**WHEN YOU'RE STUCK IN THE SNOW, TRY TO MAKE A LITTLE PATH FOR THE WHEELS BY ROCKING GENTLY BACK AND FORTH A FEW TIMES. DON'T SPIN THE WHEELS AND DIG YOURSELF IN DEEPER.**

DON'T FOLLOW THE CAR AHEAD TOO CLOSELY. IT TAKES 3 TO 12 TIMES LONGER TO STOP ON SNOW OR ICE THAN IT DOES ON DRY PAVEMENT. SO GIVE YOURSELF ROOM. YOU MAY NEED IT!



RETURNING TO CHIEF TEST ENGINEER SNYDER'S OFFICE CHUCK AND SALLY PREPARE TO SAY GOODBY.



WRITE TO:  
**CHRYSLER CORPORATION,**  
PRODUCT ADVERTISING,  
DETROIT, MICHIGAN,  
FOR THESE THREE  
PAMPHLETS TODAY!





TAKE DAD TO THE NEAREST  
CHRYSLER CORPORATION DEALER  
WITH YOU AND SEE FOR YOURSELVES  
WHAT REALLY GREAT ENGINEERING  
HAS DONE FOR THEIR 1961 LINE  
OF CARS!



VALIANT



LANCER



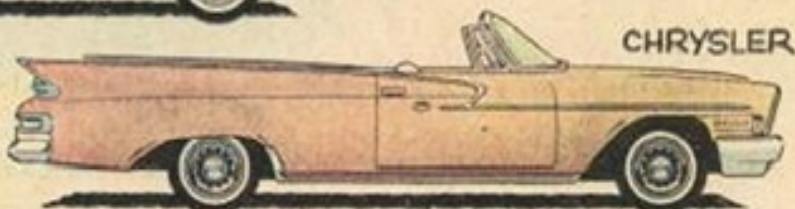
PLYMOUTH



DART



POLARA



CHRYSLER



IMPERIAL

SOLID  
BEAUTY!

QUALITY  
BUILT!



**CHRYSLER CORPORATION**