

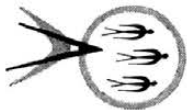
Is it OK to wave at a Simca?



Definitely not a question for a boy! At first look-over, a SIMCA seems a wee bit too dang-fancy to merit a waving reception. What with those reclining seats, ash trays, and four doors. But then, Sports Cars Illustrated *did* say that SIMCA "will outperform anything else in its price class." And Mechanix Illustrated *did* pick SIMCA as your "Best Import Buy." And SIMCA *does* hold 14 world's performance records, including the all-time endurance crown.

SIMCA has a 4 speed transmission, with the 3 top gears synchromesh. Throws are short, quick, and positive. Standard equipment on all Super DeLuxe and sports models includes heater, defroster, reclining seats, 12-volt ignition, and UniGard body. Instrumentation includes trip odometer, speedometer, conventional fuel gauge, low fuel flasher, and oil pressure and amp lights. SIMCA is now distributed by Chrysler Corporation, which puts their giant parts and service network on the job.

Go see one. Drive it. Drag it. Speed-shift it. Try to make the brakes fade. Then you'll see what everybody's talking about...and waving at.



SIMCA

Imported from Paris by Chrysler

SIMCA SALES OFFICE
CHRYSLER MOTORS CORPORATION
DETROIT 31, MICHIGAN

LETTERS TO THE EDITOR

G-METERS AND PRICES . . .

"Yo-Yo With a Brain" (February) is one of the clearest explanations of a principle (acceleration) seldom completely understood yet so useful in measuring performance of a vehicle.

Reference was made in your article to the price being an indication of the quality of the various instruments. We feel (although we admit we're biased) that we have developed and are manufacturing a quality instrument and are able to sell it at a low price because of good design and efficient production techniques. However, the customer will be the final judge. Incidentally, the price of our M & H G-Meter is \$9.95 and not \$5 as erroneously indicated. Our production techniques aren't *that* good.
M & H Instrument Corp. J. Hammerslag
Balboa, Calif.

OOPS . . .

Regarding the Fiat-Abarth-Zagato road test: Egad, what brake linings! Hard as diamonds, eh wot?

A quick look at lining area and curb weight, however, and a quicker hassle with a slide rule shows 107 instead of 1.07 square inch/ton. "Misplaced the decimal point," said the engineer as the bridge fell in the river.

Seriously, it is a small point to bring up, but a good excuse to write and say thank you for a fine magazine.
Detroit, Mich.

Jerry Nielson
Paul Scharfenberg
Dick Wolf

LOOKERS CLUB . . .

Many people want to start sports car clubs. I would like to become a member of such a club in my locality. However, I don't own a sports car, so why doesn't someone start a sports car *lookers* association for the people who can't afford to do anything but look? Perhaps someday I will own a sports car, but until then I will just have to be content with looking and reading Road & Track.
Nevada, Mo. Ted Long

RALLY ROUND THE FLAG . . .

You probably won't print this because this letter is full of truth instead of sarcastic lies. As for your continuing criticism of Detroit iron, it irks me so much I have to write and get this off my chest.

First of all, Detroit automobiles are good cars. They are comfortable, good performing, well designed, and very desirable in any kind of driving. For you odd balls who continually write up and praise foreign junk, I have no liking. Anybody in his right mind certainly would have more sense than to buy an Isetta and pay \$1000 for a dangerous, odd-looking, cheaply constructed, and asinine-looking car. The Volkswagen is a little better; we have advanced to a four-wheeled scooter, with its now prehistoric bug design, cramped and uncomfortable interior, small trunk (?) and noisy, old-fashioned rear engine.

Now for my defense of American automobiles. My dad is a Buick new-car salesman in Lansing, Mich. He is not a crook, a cheat, a liar, but a hard-working, decent, honest, good-hearted and wonderful father. This seems to be in disagreement with your friend John Keats [book review, Road & Track, January] in his filthy, sarcastic . . . statements about the automobile dealers and salesmen. If this man (?) had to be on his feet from 8 A.M. until 9 and 10 P.M. at night, selling, taking criticisms, answering questions, giving demonstrations, he might have a different opinion of these salesmen.

As for the cars themselves, they are dependable, beautiful, massive, comfortable, easy to drive, and many more adjectives could be phrased here. My dad has a beautiful '59 Buick Invieta four-door hardtop and it certainly has all the qualities that an outstanding car should have. And every time I drive it I become prouder and prouder of it. Incidentally, I drive a beautiful '54 Buick Roadmaster convertible. I can take six 6-footers with me and none of them will be made to sit sideways in order to be comfortable. If I wanted to (and I definitely don't) buy an economy car I would buy a Rambler Rebel V-8, which would give me adequate design, mileage and performance.

Then I ask myself this question: why would I buy an American car? Here is my answer. Everything my folks, myself, my brother and sister have, we owe to Detroit, General Motors, and the Buick Division. We have a beautiful \$35,000 home in the suburbs, two beautiful Buicks, lots of food to eat, a bed to sleep in, and many more things which we are truly thankful for. And do we owe this to Volkswagen, Renault, Volvo? I should say not. They haven't fed us, clothed us, provided us with a roof to live under, money to spend, and many other things. We don't owe a damn thing to Germany, Italy, Japan, who were trying to wipe us off the map a few years back. I believe there would be some odd balls in this country who would buy a Russian-produced automobile if it were for sale.

I am proud to be an American car owner. My next car will be a Buick, and so on and so on, because they provide the kind of transportation we loyal Americans want . . .

I am only a teen-ager, but I say to you Americans (?), wake up and defend your automobile and your country. They aren't as bad as you let on, are they? Let's be truthful in our evaluation of our automobiles. When better automobiles are built, America, Buick, General Motors, Chrysler, Ford, American Motors, and Studebaker-Packard will build them.
Okemos, Mich. Edward C. Thomas

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