

What's all this talk about economy cars?

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ASK FOR SAM SISLER

**If you want
economy
you've got to
pay for it.**



There's only one way to build an economical automobile. You build it by putting things into it—not by leaving things out of it.

You don't strip the engine of power and strength and stamina. You don't make the car so small the family has to draw straws for a seat. And you don't skimp on those finishing touches that make an automobile a pleasure to own and to drive (that's austerity, not economy).

To build an automobile that gives over 25 miles to the gallon, travels fast, stays out of repair shops, lives a long life and returns a good share of its original cost at trade-in time, you do this:

Put dual carburetors on the engine. Not the gas-gulping kind, but special carburetors that open and close like a camera shutter to adjust to the driver's demands. Stingy with a light-foot for economy. Generous with a heavy-foot for performance.

You machine finish the combustion chambers to give them a mirror

And here's what it costs.



\$2495

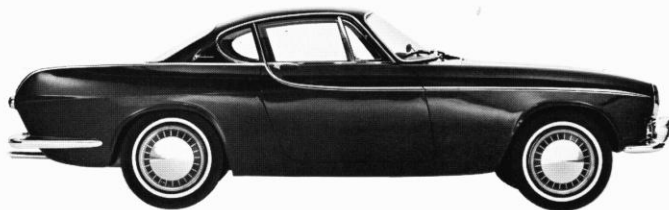
surface. This prevents carbon deposits from building up and damaging the engine. You'll find this expensive to do, and few car makers do it, but it's mighty worthwhile in the long run.

You put five main bearings in the engine instead of the usual three. Five main bearings give the crankshaft greater support, keep vibration way down, stretch engine life way out.

You cast the engine block from charcoal iron. Charcoal iron is costly to produce but it's purer and stronger than regular alloy irons (only one other car maker has ever bothered with charcoal iron: Rolls Royce).

You stamp the body panels—sides, top and bottom—from heavy-gauge Swedish steel. Then you weld everything into a rock-like unit so the car will feel solid and be strong when you drive it. As a side benefit, you'll find this single-unit, no-bolt construction prevents rattles from developing. Ever.

You rust-proof the body, then apply six—that's right, six—coats of paint.



This is the Volvo P1800. For \$3995*, it gives you the Gran Turismo features other road cars give you for \$10,000. How's that for economy?



\$2595

You install 15-inch wheels because big wheels go around fewer times to get you where you're going. The fewer revolutions the wheels make, the fewer revolutions the engine makes and the longer it lasts. Tires last longer, too, and give you better traction in mud and snow.

Then for the final touch you add such pleasantries and practicalities as bucket seats, vinyl upholstery, padded dash and sun visors, white sidewall tires, undercoating, heater-defroster, trip odometer, arm rests, etc., etc., and call them standard equipment.

Now what have you got? You've got a Volvo. Not radically different from other cars. But radically better.

Volvo out-accelerates other popular-priced compacts in every speed range, gets over 25 miles to the gallon like the little economy imports, carries five in comfort, is virtually indestructible. Indestructible? Indestructible.

Like a Volvo in Connecticut. Its owner bought it new in 1956. He has raced



\$2875

it, pulled a camping trailer halfway across the country with it, his kids bang on it, and seldom has it known the protection of a garage. It now has over 75,000 miles on it. The head has never been off, the brakes have never been relined, the original tires lasted 55,000 miles, and it will still do better than 90 mph. Total cost of repairs, exclusive of normal maintenance: \$44.50. One hood latch (those kids) at \$4.50. One support arm at \$40.00.

Not all Volvos will do this. But it's a pretty good average. (We heard of one enthusiastic Volvo owner in Wyoming who claims his Volvo has over 300,000 miles on it and the head has never been off. We think he's exaggerating. It's probably closer to 200,000 miles.)

Now about that economy. Isn't it worth paying for? We think it is. And we think you'll think it is once you drive a Volvo. Come in and do that soon. *ALL PRICES QUOTED ARE MANUFACTURER'S SUGGESTED RETAIL PRICE EAST COAST POE. FLORIDA AND GULF COAST POE SLIGHTLY HIGHER.

