

2 New Lines Introduced By Mercury

Mercury for 1961 substantially increases its coverage of the low-price field by introducing two all new lines—the Meteor 600 and the Meteor 800.

The move down into the low-price field marks a wide departure from Mercury's traditional competition in the medium-price market. The Mercury line for 1961, which consists of 14 models, is identified as the Meteor 600-series, which is priced with the middle series in the low-price field; the Meteor 800 series, priced with the top series of the low-price field, and the Monterey series, at the top of the line. In addition, there are four Commuter and Colony Park station wagons.

FOR THE FIRST time in its history, Mercury will include a six-cylinder engine.

The 1961 models show Mercury's distinctive design. The front end features a sturdy grille with dual headlights which give the appearance of being suspended in the grille.

Two different roof styles are used for sedan models. The Meteor 600 series has a sloping rear glass. All other Mercury sedans and hardtops have a crisply-styled formal top with flat rear glass. Both roof designs incorporate a new moderate wrap-around windshield that eliminates the dogleg protrusion into the front door opening, allowing more entrance room.

WHILE THE Mercury is shorter and narrower than 1960 models, there is more head room, shoulder room and hip room in the rear seats, plus additional trunk space.

Styling of the rear quarter panel features a tubular sheet metal section which contributes to the car's straight lines.

Interior trim combinations offer a colorful variety of fabrics and vinyls. The instrument panel has a broad-face speedometer dial, and all controls and instruments are within easy reach and view of the driver.

A NEW TYPE of suspension system named "cushion-link" by the engineers who developed it, incorporates an entirely new mechanical linkage in both front and rear suspensions. Road bumps and vibrations are absorbed more completely within this suspension, because the wheels are allowed to move slightly rearward as well as upward.

Studebaker-Packard To Sponsor TV Show

There'll be a talking horse on the nation's television screens next January. He's Mr. Ed in the new situation comedy series "Wilbur and Mr. Ed" to be introduced by Studebaker-Packard dealers in more than 160 cities across the nation, according to L. E. Minkel, Studebaker-Packard vice president of marketing.

Starring Alan Young and Connie Hines, the new show is a family comedy featuring a very merry, very married couple and their all too frequent advisor, Mr. Ed, the horse who talks.

Among products purchased by U. S. divisions of General Motors from 27,500 suppliers ranging in size from basement shops to mass production companies are such diverse items as walrus hides, diapers, ground corn cobs, pipe cleaners, razor blades, baby bottle nipples, guitar picks, plastic clothespins, eyebrow tweezers, plastic catsup bottles, dental tools and hair dye.

From the time General Motors began building passenger cars through June 30, 1960, the company had produced a total of 65,647,592 automobiles. In the same period, a total of 13,523,788 commercial vehicles were produced.

Sixty-four per cent of Corvairs have been sold with automatic transmissions. Since 1939 when the first fully-automatic transmission was produced by General Motors, various divisions of the company have made a total of more than 24 million automatic transmissions for cars and commercial vehicles.

If you get off on the shoulder hold steering wheel firmly. Let the car slow down; then turn the wheels back onto the road.

Studebaker Includes Cruiser and Hawk Among Lark Models

Seventeen Studebaker Lark models—including the new Cruiser, a larger, luxury-styled four-door sedan—are offered for 1961. In addition, there's the Hawk, a family sports car with an economy-winning engine.

All Lark models are available with either the new, more powerful six cylinder OHV engine—the Skybolt Six—or the V-8 power plant.

Four-door sedans and four-door station wagons are offered with a choice of Deluxe or Regal styling in body and interior trims.

NEW LARK styling features include softened, streamlined body lines and sculpturing on the hood, trunk lid and along the sides. For six cylinder models, there's the new powerful engine—the OHV Skybolt Six—and a new automatic transmission and torque converter.

A new recirculating ball steering gear for all models offers lower steering effort, greater directional stability and improved recovery. Clutch pressure has been reduced for cars with standard or over-drive transmissions.

The standard size interior roominess of the car remains with one inch of room added under the steering wheel for the driver's comfort, and another extra inch added to rear seat legroom.

Colors for 1961 are ermine white, velvet black, jade green, blaze red, sunstone yellow, riviera blue, autumn haze gray and desert sand beige. Flamingo is available for Lark convertibles and Hawks only.

Smaller Size And Simplicity Marks Lincoln

The 1961 Lincoln Continental marks the debut of a unique and distinctive luxury automobile in American transportation.

Styled in the classical clean-lined tradition of its predecessors, the completely changed Lincoln Continental has smaller dimensions measuring 212.4 inches long, 78.6 inches wide, and 53.5 inches high with a 123-inch wheelbase. Its engine is rated at 300 horsepower.

Available in 21 solid colors, the Lincoln Continental is produced in two models, a four-door sedan and a four-door soft top convertible with a completely automatic top.

MAINTENANCE FEATURES include a 30,000-mile lubrication free steering and suspension system, a 6,000-mile oil change and nylon coating on all instrument panel wiring.

Styling simplicity is achieved by means of clean, straight lines. The car has a classical continental roof with a forward slanting front windshield and a rear slanting back window. A lower hood line slopes into a honeycombed-type grille, which has dual headlamps inset at the outer edges.

A LOW-APPEARING rear deck is set off by slightly raised rear quarter panels where the taillights are located. A rectangular grille-like treatment extends across the rear of the car.

In the center is a Lincoln Con-



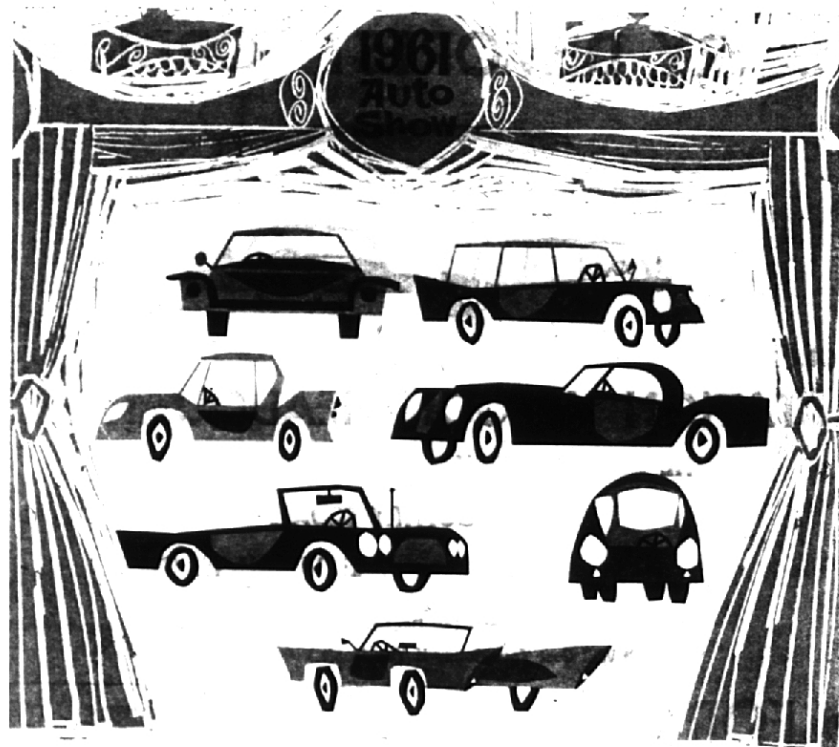
Smooth, Graceful Lines

Designers have applied smooth, graceful lines to the '61 Chevrolet Impala, Bel Air and Biscayne passenger car lines. Rooflines, as noted in the Impala sport sedan (above) are freshly contoured and are separately styled for each series model. Overall body design features gently sloping lines. Rear trunk deck lid now opens even with top of the bumper affording easier loading and unloading. Models will be displayed at North Chevrolet, 1000 S. Woodward, Birmingham.

Continental emblem which conceals the gas lid. Back-up lights and the license plate frame are recessed in the bumper.

From the side, the Lincoln Con-

tinental is outlined in a narrow stainless steel moulding, with no additional brightwork. Wheel around bumpers protect both the front and rear.



PICK THE CAR YOU WANT TO OWN COME TO US TO SWING THE LOAN

Cars to the left of you. Cars to the right of you. Long cars. Short cars. Red cars. Blue cars. You are in the fabulous world of wheels, a wonderland of all that's new . . . the 1961 Auto Show, in Detroit's beautiful new Cobo Hall. Just as sure as you will see a car for everybody and every budget, one will win your heart. That's when you should see us. Auto loans are a Detroit Bank & Trust specialty. We put them through fast . . . payments are convenient and you will like the low bank rates, too. You pick the car. Then stop in at any of our many offices, or tell your dealer you want to finance your new car at Detroit Bank & Trust.

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