

# Introduce Continental

# New Ford Reduces Owner Upkeep

The new Lincoln Continental was introduced in dealerships Wednesday.

The car continues its classic styling theme in 1962, but adds a series of luxury appointments and mechanical reliability features.

"Change for the sake of change will not be characteristic of this luxury automobile," Ben D. Mills, Ford Motor Company vice president and general manager of the Lincoln-Mercury Division stated. "Instead of a different looking car each year, our goal is to make changes which will help us to perfect a luxury automobile as possible."

"The styling concept and smaller dimensions developed for the 1961 Continental have been widely accepted by luxury car owners, and the car's sales success has been sustained through the past model year."

Continental will continue to offer two models, a four-door sedan and a four-door convertible.

**STYLING CONTINUITY** is enhanced in the front by a new grille, a restyled bumper, and repositioned headlights set slightly forward. The rear grille-type design matches the new front grille. From the side, the only appearance changes are the use of narrow-band white sidewall tires and new wheel covers.

A series of engineering refinements provide greater reliability, smoother and quieter riding, less need for car maintenance and more passenger comfort and convenience.

Comfort and appearance are improved in the interior of the car with the use of newly designed fabrics for the contoured front and rear foam rubber cushions. A vanity mirror is located on the right sun visor. An optional air conditioning unit is now an integrated part of the instrument panel, replacing the drop-down unit available in 1961. The driver is afforded more room as the steering wheel has been raised to provide more leg room.

**MANY ENGINEERING** refinements are the result of Continental's mechanical reliability program. A new water-heated automatic choke eliminates excessive engine idle speeds and improves fuel economy in stop-and-go traffic while a new kink-proof cable improves speedometer operation.

Rubber coated, power window motors are rust resistant. Brakes have been improved for smoother operation and longer life. Quieter engine operation results from newly designed pistons.

To guard against rust, 250 pounds of galvanized steel are used in areas of the unitized body exposed to salt and moisture. The lower half of the body also is dipped in a rust proofing paint at the assembly plant.

To maintain its quiet running and riding qualities, the Lincoln Continental now uses 33 per cent more sound deadening material in the floor area and in the front. Cable and hose openings are sprayed with a sealer. A spring-steel rear engine support absorbs vibrations from the driveline.

**CAR MAINTENANCE** has been reduced by the use of a two-year anti-freeze in the radiator in addition to the 6,000-mile oil change and the 30,000-mile lubrication-free front suspension and steering built into the 1961 models.

Other improvements include a long-life front wheel alignment set at the factory, larger rear shock absorbers, wax-impregnated liners for rear leaf springs and a plastic filter in the gas tank which keeps impurities from the fuel line.

For safety, a red light flashes on the instrument panel when one of the rear doors is not fully closed. Safety belt anchors are provided for easy installation of seat belts and the windshield wipers now make a complete cycle after being turned off.

The roof supports for the convertible have been redesigned for a smoother top appearance. The back window has been squared off to resemble a sedan look when the convertible top is raised.

**A LONG LIST** of accessories—including power brakes, steering and windows; radio; heater; automatic transmission; and others—will continue to be standard equipment on Continental.

New optional equipment for the 1962 models will include a remote-control outside mirror, electric radio antenna, automatic headlamp dimmer, and an automatic device to open the trunk lid from inside the car.

Featuring a fresh approach to Ford's classic straight-line styling, the 1962 Ford Galaxie incorporates major engineering advancements that reduce recommended owner maintenance to a convenient "twice-a-year" level.

For the first time, the Ford Galaxie is being offered in twelve models in two series: The Galaxie and the new Galaxie "500" series.

Lee A. Iacocca, 5654 Tall Oaks, Birmingham, Ford Motor Co., vice president and general manager of the Ford Division, said that in addition to the many self-maintenance features introduced on the Galaxie last year, 1962 Galaxies will offer:

- 30,000 mile lubrication for wheel bearings.

- A factory installed radiator coolant good for 35 degrees below zero and with a normal change interval of 30,000 miles or two years.

- Extended fuel filter life of 30,000 miles.

- A recommended oil change interval of 6,000 miles.

"THESE FEATURES, coupled with our 30,000-mile major lubrication schedule, self-adjusting brakes, double-wrapped aluminum muffler, and specially processed underbody parts," Iacocca said, "mean that the average 12,000-mile-a-year Galaxie owner will require normal maintenance on his vehicle only once every six months."

The 12 models in the Galaxie and

Galaxie 500 series are: Galaxie 2- and 4-door sedans; Galaxie 500 2- and 4-door sedans and hardtops and a convertible. In the station wagon series five spacious vehicles are offered; the 4-door 6-passenger Ranch wagon, 4-door 6- and 9-passenger Country Sedans, and 4-door 6- and 9-passenger Country Squires.

**THE BODY** of the 1962 Galaxie gives the appearance of actual motion to its unmistakably classic Ford lines. This appearance of

movement is emphasized in the recessed Thunderbird-like rear window and in the forward thrust of the roof.

The rear fenders, with a peak line in their upper surface, parallel the roof line to further the impression of forward movement and envelop the large circular taillight in the rear. Three sculptured wind splits, one on each fender and another running lengthwise through the center of the hood, are repeated in effect in the rear deck lid and rear fenders.

AUTO SECTION—OCTOBER 12, 1961

PAGE 15

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