

Four New "Medium Compacts" Join '61 Car Lineup

Aluminum engines, unit bodies, new suspensions and automatic transmissions are top new features for '61.



BUICK SPECIAL

Buick's new Special, like the other two new GM compacts, is based on the same 112-inch-wheelbase unit-construction body. Models are four-door sedan and four-door wagon. The Special is powered by a light, efficient all-aluminum V-8 of 155 horsepower, has new automatic transmission of unique "split-torque" design. Manual transmission is standard equipment.

PONTIAC TEMPEST

Beneath its crisp, conservative styling Pontiac's new compact Tempest crams the most imaginative engineering of 1961. There's the big, 130-horsepower slanted four-cylinder engine, a curved torsion bar drive shaft leading aft to independent rear suspension transaxle. A 155 horsepower aluminum V-8 is optional. Three-speed floor-shift transmission is standard.





Buick's big Le Sabre, Invicta and Electra have undergone a complete styling change as a result of a brand new body with improved seating positions, legroom and vision. Suspension is still by coil springs all around, but the torque tube has been replaced by a two-section drive shaft with four universal joints. Engines and Dynaflo are unchanged. Buick continues with its aluminum brakes.

BUICK



DODGE DART

A very thorough restyling job is the big news for 1961 from Dodge's popular Dart series. The wheelbase remains 118 inches, while width, length and height are virtually unchanged. Grille, hood, fenders, rear deck and all trim are new. Only the roof, glass area and basic Unibody and frame remain as in 1960. Basic engines are 135-horsepower slant Six and 361-cubic-inch V-8. Dart has joined other Chrysler Corporation cars in switching from generator to alternator.

Oldsmobile's version of the handsome new GM medium-priced compact, the F-85 shares its body in sedan and four-door station wagon styles with Pontiac Tempest and Buick Special. However, its 215-cubic-inch aluminum V-8 has Oldsmobile's own cylinder heads, pistons, carburetion and intake manifold as well as a light-weight version of the newly-redesigned Hydra-Matic transmission. The car is smaller than "full-sized" Olds but has room for six.

OLDSMOBILE F-85





LINCOLN- CONTINENTAL

Lincoln Division has put all its chips on just one series and two models for 1961, the Lincoln Continental four-door sedan and four-door convertible. With 123-inch wheelbase and 212-inch over-all length, (that's one inch shorter than the 1960 Ford), the Lincoln Continental is the first entry in what might grow into a "compact luxury" field. Car's performance is very high.

PLYMOUTH

Plymouth has dropped the familiar fin with a vengeance for 1961. On, and around, the unchanged shell of its unit-construction body, all-new sheet metal has given Plymouth a lower, wider look. Passenger compartment, engines and chassis are little changed. Flatter rear deck lid has permitted an enlarged trunk compartment. The standard V-8 engine has displacement of 318 cubic inches, is rated at 230 horsepower. The Six has 145 horsepower.



An all-new T-Bird, still a four-passenger two-door body in hard-top and convertible models, has been built around the big 430-cubic-inch V-8 engine of 350 horsepower. Fordomatic dual-range automatic transmission is standard. Body is now sleek, torpedolike. Windshield no longer wraps into front door opening. Front springs are mounted high in the unitized body. Steering column swings to right when car is stopped for easy exit.

THUNDERBIRD





OLDSMOBILE

Except for its big, 394-cubic-inch engine and the rear axle, the 1961 Oldsmobile is virtually a new car with a wider, box-type frame, brand new bodies and a redesigned, lighter version of Hydra-Matic transmission. Horsepower is up slightly from 240 to 250 on the Dynamic 88 and from 315 to 325 on the Super 88 and 98 models. Interiors have more room.

DODGE LANCER

Lancer is Dodge's lively and attractive new compact based on the successful unit body and chassis of Valiant. Basic engine is 101-horsepower slant six of 170-cubic-inch displacement. A 225-cubic-inch engine of 135 horsepower is optional. Two-door sedan and hardtop are available as well as four-door sedans and wagons. Buyer gets his choice of manual or automatic transmission.



PLYMOUTH VALIANT

Plymouth's Valiant has been changed slightly in appearance—just enough to let you know it's a '61. A two-door sedan and hardtop have been added to the four-door sedan and wagons. An extra-cost, high-performance version of the 170-cubic-inch slant six engine will be available. All models except the hardtop are available in "standard" or "deluxe" trim. Power steering and air conditioning are available at extra cost.

FALCON

In response to demand Falcon has been given a useful power boost for 1961 in the form of an optional 170-cubic-inch version of its current 144-cubic-inch six cylinder engine. Horsepower rating is 90 for the smaller engine, 112 for the extra-power job. Body and chassis are otherwise little changed, except for a neat new grille.





MERCURY

Mercury shares basic body and chassis with Ford for 1961 as well as its 292 and 352-cubic-inch V-8 engines, and, for the first time in Mercury's 21-year history, a six-cylinder engine. A unique variation of the coil-and-leaf-spring suspension system, exclusive with Mercury, uses movable rubber-bushed shackles to absorb ride harshness of rough roads.

PONTIAC

The senior Pontiacs for 1961 now have wider frames to match their wide tracks and mount their all-new bodies upon. As a result of this new, box-type frame, legroom is exceptionally good in both front and rear compartments. Wheelbases are now 119 and 123 inches. Seating positions, vision, entrance and exit have all been improved for 1961. The basic engine remains Pontiac's big 389-cubic-inch displacement V-8 of 215 horsepower.



LARK

There are more changes than meet the eye in the 1961 Larks. Hood and cowl have been lowered and flattened for improved driver vision. Dual headlamps are now on the Regal models. Rear quarter panels, rear deck, "C" posts and back lights have all been changed. Underneath the hood is an all-new overhead-valve six of 170-cubic-inch displacement and 112 horsepower. The 180 horsepower, 259-cubic-inch V-8 is, of course, still an option on all models.

RAMBLER

Most exciting change in the improved and facelifted 108-inch-wheelbase Rambler is the die-cast aluminum cylinder block on the 127-horsepower overhead-valve six-cylinder engine. Use of aluminum cuts 80 lb. from the engine's weight. Over-all appearance is improved by new grille, one-piece bumpers and new front-end sheet metal.





CHRYSLER

Chrysler retains the familiar fins of the Forward Look styling but takes on a different personality due to restyling of the front end including canted pairs of headlamps and a new grille. Added to the New Yorker and Windsor lines is a new, lower-priced Chrysler, the Newport, on 122-inch wheelbase with 361-cubic-inch V-8.



CORVAIR

Corvair has added a new four-door station wagon called the Lakewood to its coupe and four door sedan models. Also there's a new camper wagon, the Greenbrier, (see cover photo) and commercial vans and pickups on an entirely new 95-inch wheelbase chassis. The air-cooled rear engine is used on all models. Sedan and coupe luggage space has been greatly increased by moving spare tire to the engine compartment. Heating is by hot air.



COMET

A longer stroke, 170-cubic-inch version of the current Comet six-cylinder engine adds 20 needed horsepower to the 1961 Comet as an option for those willing to make a slight sacrifice in economy for the sake of livelier performance. This new engine should be especially welcome to station-wagon buyers. A new grille with horizontal bars and some changes in name plates and trim mark the only visible differences. Two-speed automatic transmission optional.



CHEVROLET

Bigger and better bodies with slightly smaller exterior dimensions are the big news for 1961 Chevrolets. Styling retains the "gull-wing" theme on the rear trunk area, but increases trunk's useful capacity very greatly. Frame, suspension and three basic engines; the six and 283 and 348-cubic-inch V-8s, are unchanged.

DODGE

The "big" Dodge for 1961 is one series, the 122-inch-wheelbase Polara, with five models; a four-door sedan, two and four-door hardtops, a convertible and four-door hardtop station wagon. Basic dimensions of interior and exterior of the Dodge unit construction body are unchanged. Restyling has changed the car's entire appearance making it look more compact.



RAMBLER AMERICAN

Seldom has a car been as completely restyled as the 1961 Rambler and yet retain its same engine, drive line and suspension on the same unit body and frame chassis. In addition to its two- and four-door sedans and wagons, the 100-inch-wheelbase American will offer a convertible around the first of the year. The new American is 5.2 inches shorter and three inches narrower.



FORD

The thoroughly restyled 1961 Fords are nearly four inches shorter and two inches narrower—good news for city drivers. Wheelbase remains 119 inches as do the basic dimensions of the passenger compartments. Ford has made a number of real improvements designed to ease maintenance and increase reliability. For example, chassis lubrication is needed only at 30,000-mile intervals. Brakes are self-adjusting, and lower body panels are galvanized steel.



AMBASSADOR

American Motor's Ambassador shows a considerably changed face with smaller grille and down-curved hood for 1961. Wheelbase remains at 117 inches and body shell is unchanged underneath the new front sheet metal. Powerplant is the 327-cubic-inch-displacement V-8 which develops 250 horsepower on regular grade gasoline.





CADILLAC

Cadillac has undergone a complete restyling for 1961 yet it manages to retain its typically restrained air of evolutionary change. The rear fender fins are much the same as on the 1960 models, yet the side panels from head to tail lamps have been completely changed, as has the grille. The limited-production El Dorado Brougham has been dropped, but the Sixty Special for 1961 has a "formal" rear quarter and smaller rear window. Roof lines for '61 have a new "knife-edge," somewhat continental appearance.



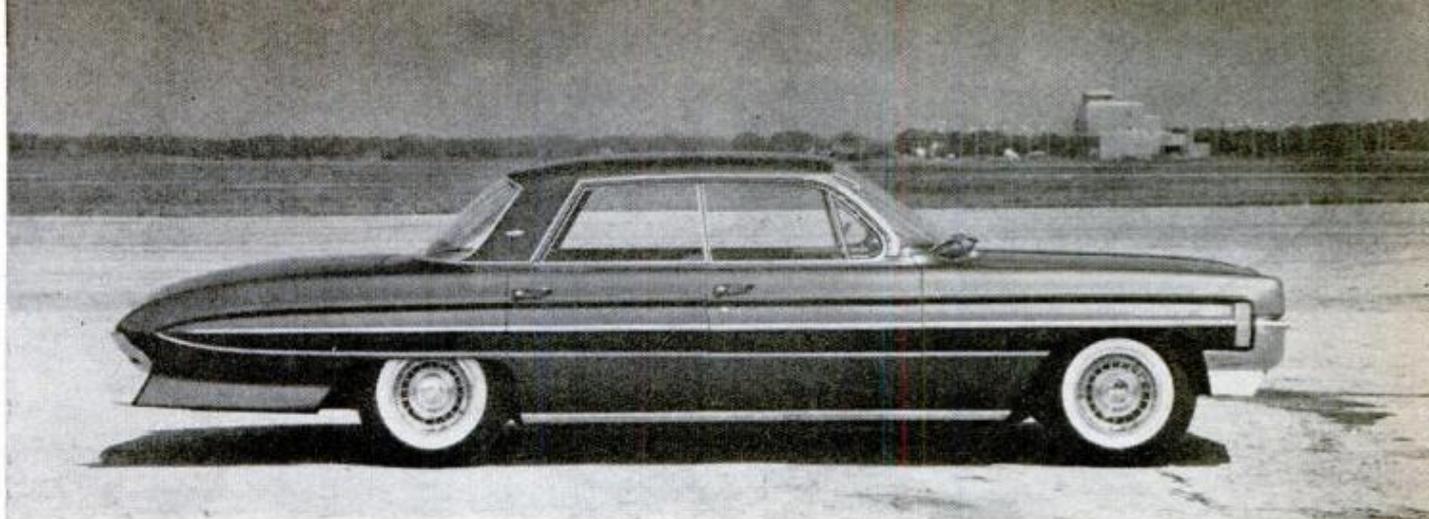
IMPERIAL

There are three model series of Imperials for 1961; Custom, Crown and LeBaron. The four-door hardtop is available in all three series; a two-door hardtop is offered in Custom or Crown and a convertible in Crown series. All models are powered by the 413-cubic-inch-displacement V-8 which develops 350 horsepower. Biggest change is in the styling of the front end with the chrome-plated, free-standing headlamps and new grille.

DESOTO

The 1961 DeSoto comes in two models, a two- and four-door hardtop, both on a 122-inch-wheelbase unit-construction body. The engine (and only one is offered) is a 361-cubic-inch V-8 with two-barrel carburetion. This engine has had its compression ratio lowered to 9.1 so that it may be operated on regular grade gasoline. Transmission is Chrysler Corporation's TorqueFlite automatic. Power brakes and power steering are optional extras.





Side view of Olds 98 four-door hardtop, above, shows entirely new lines. Note elimination of fins, wrap-around windshield and new roof and rear quarter treatment. Grille, below, is uncomplicated and attractive

New Looks for Olds in 1961

As in previous years Oldsmobile offers its three series; the Dynamic 88, Super 88 and the 98. The first two series are on 123-inch-wheelbase chassis with over-all lengths of 212 inches. Major differences between these two are interior trim and engine output. The Dynamic 88 has a 250-horsepower version of the 394-cubic-inch engine, while the Super 88 version is rated at 325 b.h.p., thanks to higher compression ratio and a four-barrel carburetor. Synchromesh manual transmission is available as an option to Hydra-Matic on the 88's. The 98, which shares the Super 88's engine is available only with automatic transmission. The 98 has a wheelbase of 126 inches and is six inches longer over-all, than the 88s. Most of this extra length has gone into the passenger compartment. All models are 3½ inches narrower than the 1960 Pontiacs and range from 3 to 5½ inches shorter over-all. At the same time interior dimensions relating to passenger comfort have been increased. Seats are higher. The tunnel is lower, headroom has been increased and the cars are much easier to enter or leave. Suspension is still by four coil springs, but linkages have been changed.



Rear treatment, above, shows down-curve of wide trunk lid on '61 Olds. Trunk has much more usable space than in previous models. Four-door station wagon, below, can be had with two or three seats





1961 Rambler Classic station wagon shows off the principal area of restyling, the front end. There's a new hood, new front fenders, newly sculptured door panels, side trim and new one-piece bumpers

No changes have been made in the window and roof area of the '61 Rambler Classic, right, yet it has a much different appearance. No change made in dimensions



Restyled Rambler Gets Aluminum Six

Biggest single change on the 1961 Rambler, now dubbed the Classic series, is its new aluminum six-cylinder engine of 195-cubic-inch displacement. This engine has the same basic design as the overhead-valve, cast-iron six that it succeeds.

The cylinder block is die cast with iron "sleeves" or cylinder liners. The cylinder head is a cast-iron alloy. Weight saving over the all cast-iron engine of 1960 is 80 pounds. Horsepower of the six remains unchanged at 127. The 200-horsepower V-8 is optional.

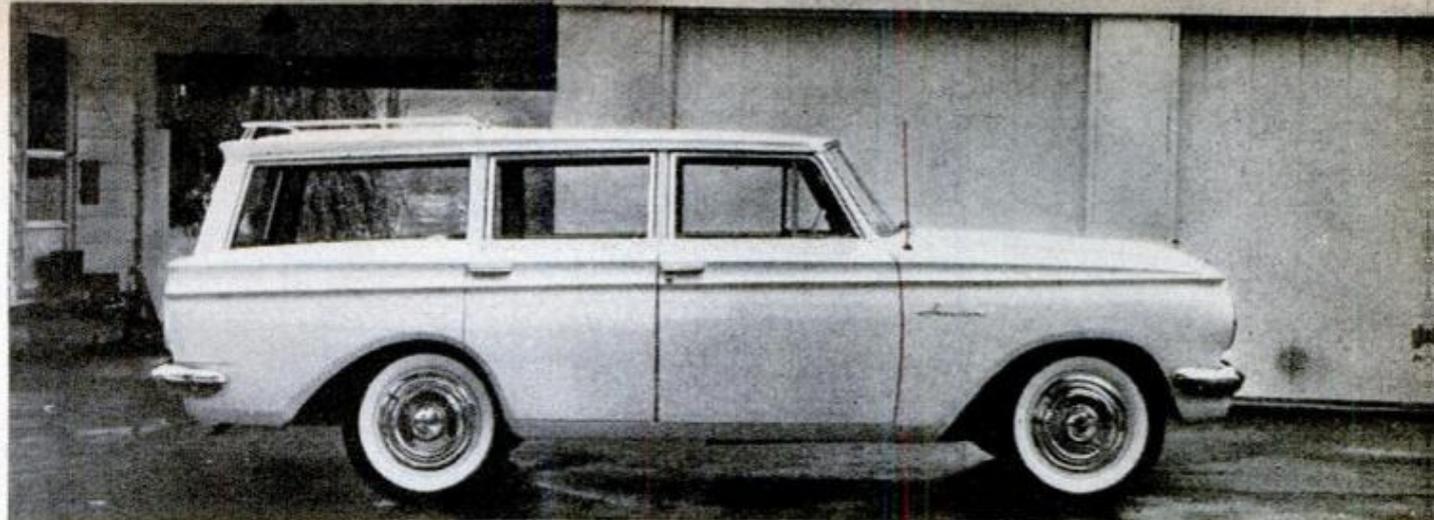
Ambassador V-8 Has Changed Appearance

The 117-inch-wheelbase Ambassador for 1961 continues with much the same unit construction body and chassis as used in 1960. Engine is the same 250-horsepower V-8 of 327-cubic-inch displacement. This powerplant has a compression ratio of 8.7 to 1 and is equipped with a two-barrel carburetor and single exhaust. Optional equip-

ment is a four-barrel carburetor, 9.7 to 1 compression and a dual exhaust system. With the optional "power pack" the engine develops 270 horsepower. Ambassador is equipped, as are all other American Motors cars, with new ceramic-coated mufflers that are guaranteed for the life of the car. Synchromesh transmission is standard.



A new down-curved hood and new, forward-thrusting fenders frame the smallish grille of '61 Ambassador



Rambler American four-door station wagon, a new body type for 1961, packs a lot of space on its 100-inch-wheelbase chassis. Area of glass and size of rear opening have been much increased for '61



Five-passenger convertible, left, is brand new body for Rambler, has power-operated top, choice of 90 or 172-horsepower engines. Legroom in sedan, right, is adequate for six-footers with front seat fully back

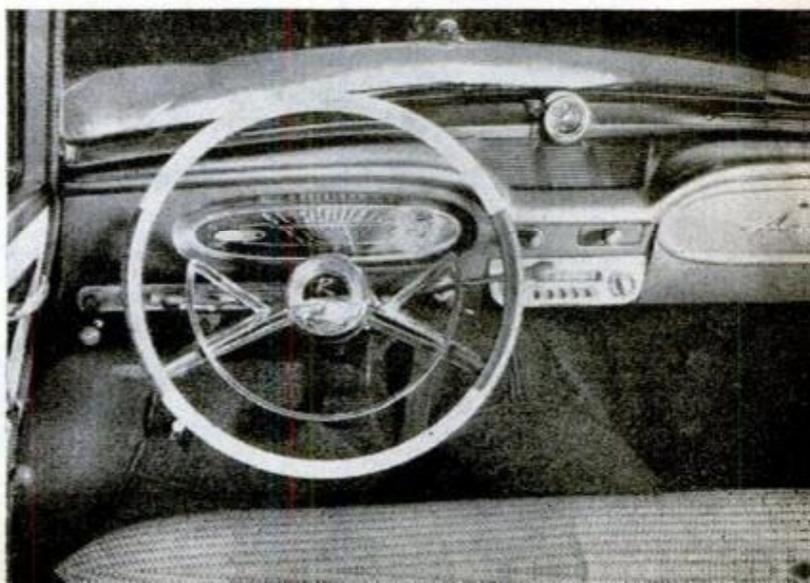
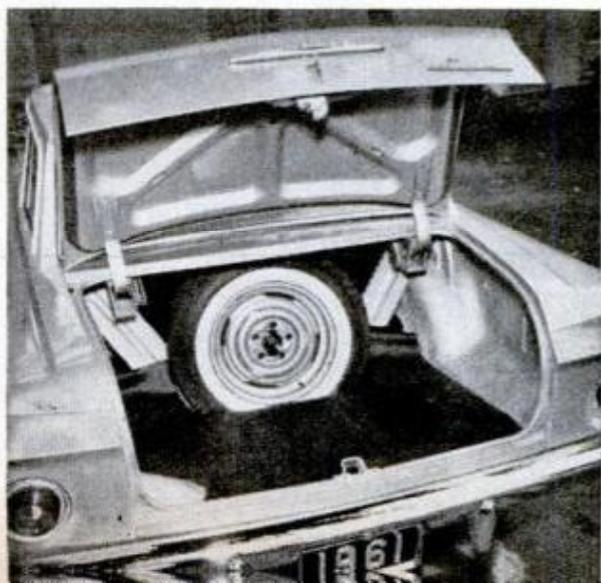
Rambler American: After 10 Years, a New Shape

American Motors' chief Stylist has done one of the great glamorizing jobs of all time on the friendly, familiar roly-poly shape of Rambler's compact American.

The basic underframe of the unit body, those structural members that comprise the "chassis," are unchanged as are the engine, suspension and driveline parts. However, every inch of the exterior from bumper to roof pan is totally new, as is the instrument

panel on the inside. Among the improvements resulting from the new body design are a larger windshield giving much better vision over the flat hood, full width rear window in the sedans and a larger rear opening on the station wagon. The trunk, too, is larger and more accessible as a result of the redesigned rear end. Two new models, a four-door station wagon and a convertible have been added to the line.

American's trunk, below left, is larger, and much easier to load due to larger lid. New instrument panel, below right, is topped by deeper windshield, which gives much improved forward vision over hood





Impala Sport sedan, top, has newly contoured roof line. Nomad wagon, above, has rearward-facing third seat

Chevrolet Gets All-New Bodies

The 1961 Chevy has entirely new bodies on its chassis which is refined but basically unchanged from the 1960 model. The new bodies are smaller on the outside yet have approximately the same room on the inside with some gains in headroom, ease of entrance and vision.



Restyled Rear End for Corvette

Maintaining the same basic chassis used on the 1960 model, Corvette has a newly styled rear quarter and deck area. Rear deck contour has been raised to increase luggage room. Mechanically, the car remains unchanged with the 283-cubic-inch V-8 engine coupled with three or four-speed manual or automatic transmission.



The '61 Corvette, below, retains familiar front end with grille changes. Rear end, right, is higher, more integrated





Relocating tire in engine compartment was made possible by eliminating large, central air cleaner



With tire removed and gas tank reshaped, Corvair's front trunk becomes much larger and more usable

Refined Corvair

The rear-engined Corvair has received some important improvements as well as two new station wagon models. Luggage compartment on sedans and coupes has been much enlarged by moving front panel forward, changing shape of the gas tank and moving spare tire to engine compartment in the rear. To make this possible the tall, single air cleaner in center has been replaced with two lower ones. Gasoline heater has been replaced by a built-in, forced hot-air system with booster blower. Engine warmup is much improved due to new recirculation of air in engine compartment. The Lakewood, four-door station wagon has engine beneath rear cargo deck.

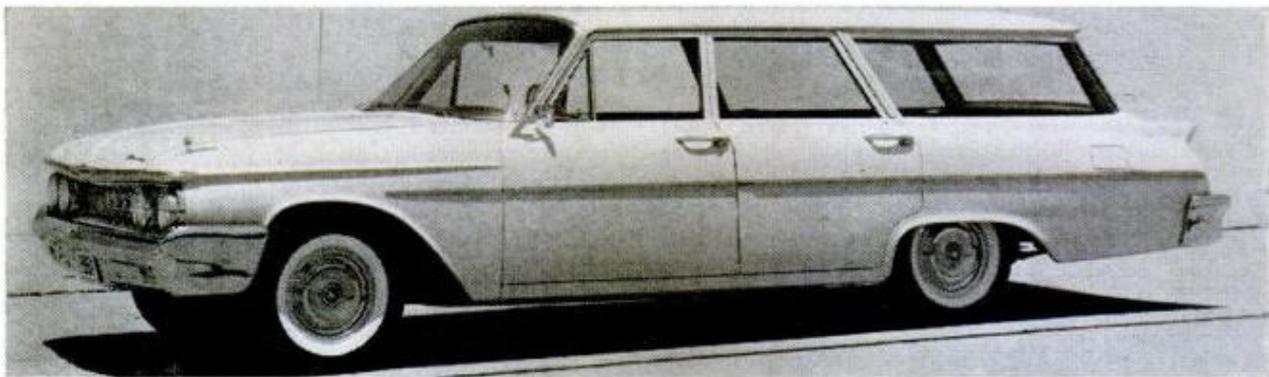


Corvair's new wagons, six-passenger Lakewood, top, and nine-passenger Greenbrier, above and below, are powered by space-saving rear engines





Mercury four-door hardtop, above, has cleaner lines than '60 model plus Ford "trade mark" roof line. Four-door wagon, below, can be ordered with optional third seat. Wagons can be had with six or V-8 engines



Smaller Mercury Has New Bodies, Many Improvements

Although its wheelbase has been reduced from 126 inches to 120 inches and over-all length from 219 to 214, the '61 Mercury has as much or more room inside than its predecessor. Entrance and exit are much improved too, due to the fact that rear door openings on four door models are wider and the new windshield no longer wraps back into the front door opening. For the first time this year Mercury will be avail-

able with a six-cylinder engine, the same 223-cubic-inch, 145-horsepower unit used by Ford. Other engines will be the standard V-8 of 292-cubic-inch displacement, the 352-cubic-inch V-8 and a special option of a 390-cubic-inch engine. The '61 Mercury's ride is improved by means of unique "cushion links" at front pivot of lower front suspension control arm and at the front of the rear springs.

Roomier, More Comfortable Bodies for Cadillac

As a result of completely new bodies for 1961, Cadillac offers easier entrance and exit and greater comfort. Wheelbase at 129½ inches is half an inch shorter, while over-all length is three inches less at 222 inches. Tops of door openings are higher, sills are narrower and "dogleg" corner of windshield has been eliminated. Rear doors are six inches wider and swing open seven inches further than on 1960 models. Head-room in the four-window sedan and the

coupe has been increased by two inches. Tunnels in front and rear compartments of all models are lower due to changes in position of engine and transmission. The Sixty Special four-door hardtop sedan is now the top of the line as the Eldorado Brougham has been dropped. Seating comfort has been improved by lowering of the front floor, giving greater "chair height." Chassis lubrication has been eliminated for 1961. Engine remains the same.

Cadillac Sixty Special, below, is leader of the '61 line, has special "formal" roof all its own





Profile of the '61 Lincoln Continental, above, shows its long hood, and deck contrasted to short roof area or "greenhouse." Rear view, below, left, has T-Bird look. Instrument panel, glove box, right, are wood



Lincoln Unwraps Compact Luxury Car

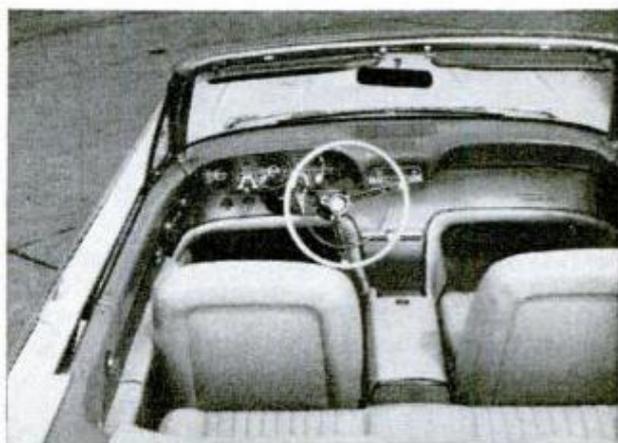
The 1961 Lincoln Continental may be the leader in a new trend toward expensive, top-quality luxury cars that are not the largest passenger cars on the highways. The new Lincoln Continental at 212 inches over-all, is 15 inches shorter than the '60 Lincoln. Wheelbase is down from 131

inches to 123. Height is down from 56 to 53 inches and width from 80 to 78 inches. In spite of these reductions which make the Lincoln actually smaller than 1960 Fords, the interior dimensions are almost unchanged. Models are four-door sedan and four-door convertible.

All-New Body for Thunderbird

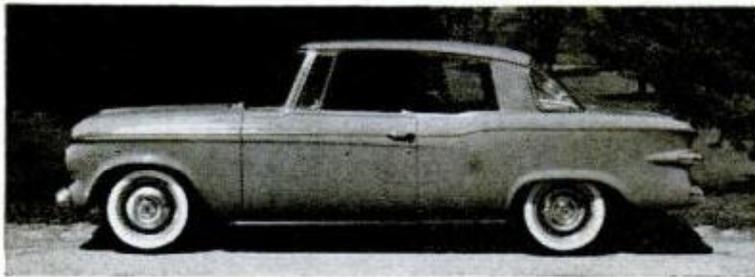
The '61 Thunderbird is virtually a new car except for its 390-cubic-inch displacement V-8 engine and Cruise-O-Matic automatic transmission. Exterior dimensions of 205-inch length, 52½-inch height are unchanged, as is the 113-inch wheelbase. The new body has a rounded, "torpedo" look and is roomier inside, although the seating capacity remains limited to four adult passengers.

Thunderbird convertible, below, is smoother-lined, looks lower. Steering wheel, right, pivots for easy exit





The new Lark two-door wagon, above, is one-inch lower, looks longer due to raised side trim. Regal hard-top, below, in profile shows new, flatter hood and rear deck. Cutaway, right, shows Lark's new OHV Six



Restyled Lark Has New Engine

At first glance the familiar lines of the '61 Lark might lead one to think that it was little changed from the '60. Closer inspection reveals a new hood, flatter cowl, larger windshield, lower (by one inch) over-all height, dual headlamps (on Regal models), restyled side trim, changed rear quarter of roof, new, more attractive backlight glass and a new rear decklid. Under the hood is a brand new Six.

Bucket Seats, Floor Shift for Hawk

Studebaker's perennial favorite, the Hawk sports coupe, remains basically unchanged on its 120-inch-wheelbase chassis. Engine is Studebaker's 289-cubic-inch V-8 rated at 210 horsepower (225 with four-

barrel carburetor and dual exhaust). New for '61 is an excellent four-speed, synchromesh transmission nicely matched to the engine's power. New also, are deeply upholstered bucket-type front seats.





Pontiac's Tempest has clean, uncluttered sculptured lines, differs from other GM compacts in that it has 15-inch wheels instead of the 13-inch wheels used by Olds and Buick. Car has typical divided Pontiac grille

Tempest: Pontiac's Stylish Four-Cylinder Compact

Based on a new unit body-chassis of 112-inch wheelbase shared with GM's other new compacts, the Tempest breaks with engineering tradition with its four-cylinder engine, curved, torsion bar driveshaft and independent rear suspension-differential-transmission combination known as trans-axle. Vibration, the past enemy of four-

cylinder engine smoothness, is kept to a minimum by the extra-sturdy block and crankcase of the big four, and is isolated from the body by widely separated rubber mountings; two at the engine and two back at the transmission. The new engine develops 110 horsepower with manual transmission, 130 with automatic.

New Shape for the '61 Pontiac

The "senior" Pontiacs have new and completely restyled bodies yet manage to keep a distinctly "Pontiac" flavor to their looks. All models are four inches shorter and 2½ inches narrower. Wheelbases are 119 inches (down from 122) on Catalina and Ventura series; Star Chiefs and Bonneville are 123, (down from 124 inches). Wider frame provides lower floors for better seat height and two inches more headroom. A two-section driveshaft with double center universal joint has reduced tunnel height considerably. Front suspension is newly designed as is rear coil spring suspension with four, rubber-bushed links.



Grille on larger Pontiacs is two-section style with recessed, shadow-box grillework, above. New roof line on Bonneville, below, is crisp, knife-edged

