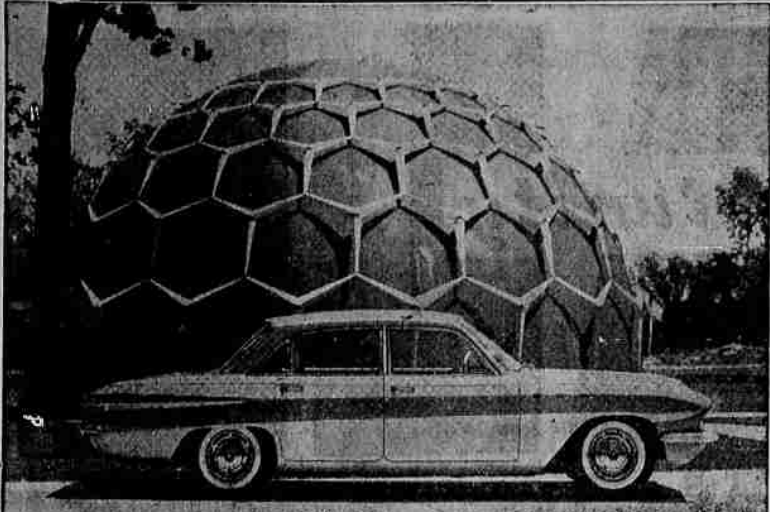




LIGHTWEIGHT SPECIAL—Big car comfort and styling are combined with the economy of the small car in Buick's new Lightweight Special four-door sedan, powered by the first American aluminum V-8 engine in the automobile industry. The Special is mounted on a 112-inch wheelbase, is 188 inches long and weighs 2,700 pounds, about 1,600 pounds lighter than conventional-size Buicks. The Special comes in two body styles, a four-door sedan and a four-door wagon, with a deluxe version offered in each. Skinner-Buick-Cadillac, Medford, is area dealer for the Special.



DODGE'S DART—The Dart is Dodge's popular entry in the low-price field. Economy has been stressed in every component of the 1961 models. The new tires give 15 per cent more mileage. The six and eight cylinder engines operate on regular grade fuel. An alternator prolongs battery life. The all-rustproofed Unibody and high-quality enamel assure a longer life and a brighter finish. Local dealer for the Dart is Parsons Motors, 315 East Fifth st., Medford. The 1961 Dart is now on display.



MERCURY—The Mercury for 1961 offers a completely new line of cars, with two series that are priced into competition in the low-price field. The new cars are 4½ inches shorter and 1½ inches narrower, yet retain Mercury's riding qualities and styling. Fourteen models with a wide selection of engine and transmission options are offered, including the first six-cylinder engine in Mercury history. Pictured is the Meteor 600, four-door sedan. Local Mercury dealer is Medford Motors, 225 South Riverside ave.



CLASSIC SIX—The Rambler Classic Six, which will go on display Oct. 12 at Paul Lea Rambler, Bartlett and Fifth sts., Medford, features a new six-cylinder engine with a die-cast aluminum block. The new engine weighs 80 pounds less than the comparable cast iron engine on the 1960 Rambler and provides new ease of handling and steering, company officials said. The Classic series has been so named because Rambler's lines touched off the compact car revolution, officials said.



LANCER—The 1961 Lancer, Dodge's new entry in the compact car field, is now on display at Parsons Motors, 315 East Fifth st., Medford. It is available in a variety of two and four-door sedan, hardtop and station wagon models. Above is the four-door sedan. The Lancer, which is about two feet shorter and 700 to 800 pounds lighter than conventional cars, has a wheelbase of 106½ inches.



CONTINENTAL—The 1961 Lincoln Continental is a new, distinctive luxury car with smaller dimensions in length, height and width. The car is available in two models, the four-door sedan (above) and the only four-door soft top convertible produced in America. Many exclusive new features have been added to the Lincoln Continental and all cars will undergo individual, rugged testing procedures. Dealer in this area for the Lincoln Continental is Medford Motors, Inc., 225 South Riverside ave.



1961 COMET—The Comet in 1961 continues the styling which has made it one of the most sought-after compacts in the market. A new grille and modest ornamental changes identify the 1961 models of the two and four-door station wagons. In addition to the standard 85 horsepower economy engine, the 1961 Comet offers an optional 101 horsepower six. Local dealer for the Comet is Medford Motors, Inc., 225 South Riverside ave., Medford.



SMALL OLDS—Entering the low-price field this fall is the new, smaller Oldsmobile, the F-85. The new six-passenger car is built on a wheelbase of 112 inches, with overall length of 188.2 inches. The F-85 is offered as a four-door sedan or four-door station wagon, with deluxe versions of each, shown above. Sedans have 12.1 cubic feet of useable luggage space, while cargo space in the station wagons is 73.5 cubic feet. The F-85 is powered by Oldsmobile's new aluminum Rockette V-8, a water-cooled engine mounted in front. The Darrell Miller company, 415 South Riverside ave., Medford, is area dealer.

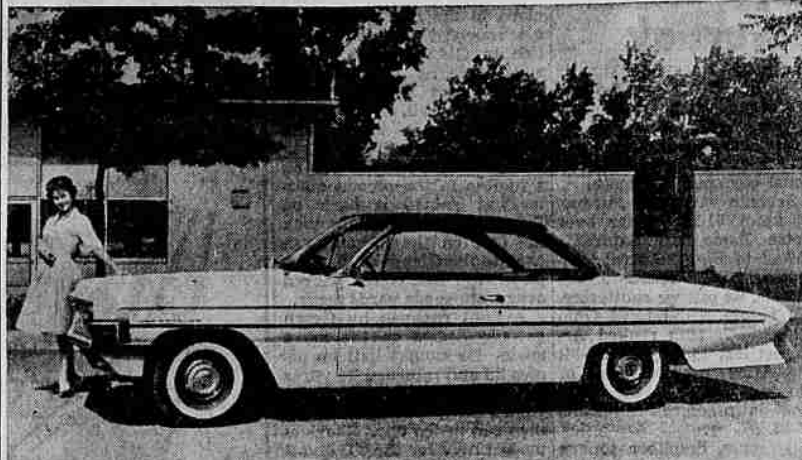
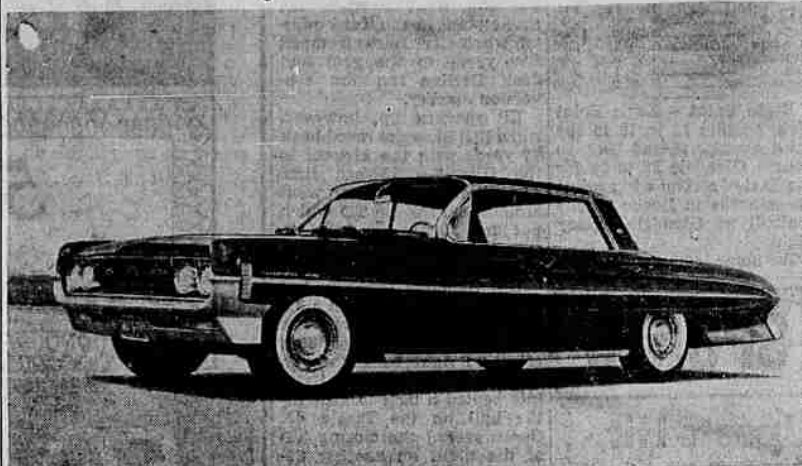


BUICK FOR 1961—The sweeping lines of Buick's 1961 styling is epitomized in the LeSabre series with its landau-type roof and new design of its windshield. Extensive engineering and styling changes provide more headroom and greater passenger comfort, company officials say. Doors open wider for easier entrance and exit. LeSabre models are mounted on a 123-inch wheelbase and have an overall length of 213 inches. The improved turbine drive transmission has been made standard equipment on all LeSabre models. Local dealer for the Buick is Skinner-Buick-Cadillac company, 143 South Riverside ave.



SPORTS WAGON—A promising addition to Chevrolet's Corvair line is this 95-inch wheelbase vehicle with rear-installed engine and independent suspension. The 1961 Greenbrier Sports Wagon is certain to fit transportation needs from backwoods camps to swank hotels, company officials said. Seats may be repositioned to fit specialized requirements. There also is a commercial counterpart—a delivery vehicle named the Corvan. Local dealer for the vehicles is Courtesy Chevrolet, Ninth and Bartlett sts., Medford.

More in The Parade For 1961

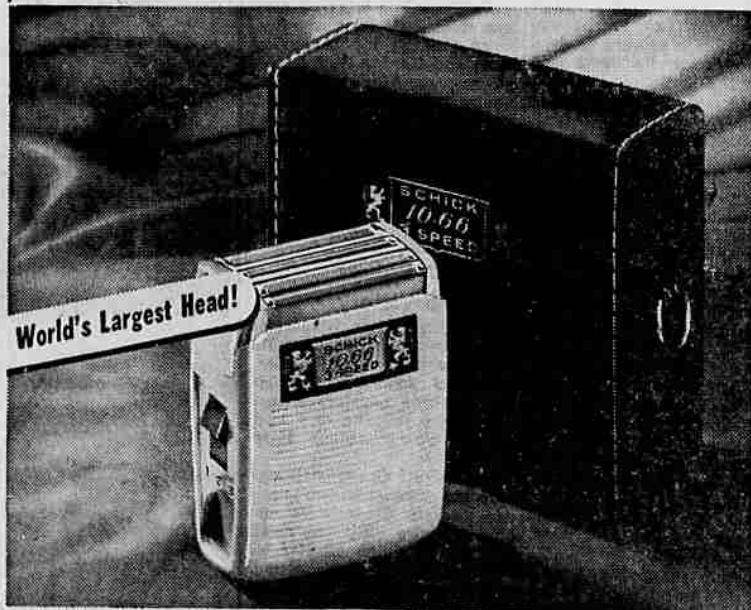


ALL-NEW STYLING—Oldsmobile's all-new styling motif for 1961 is exemplified by the Super 88 Holiday sedan, a four-door hardtop, above, and the Dynamic 88 Holiday coupe, below. The new body lines give the cars a long look, but overall length of the 88's has been reduced three inches. The Super 88 is powered by the 325-horsepower Skyrocket engine. Standard engine for Dynamic models is the 250-horsepower Rocket engine, designed to operate on lower cost regular-grade gasoline. Dealer for the Oldsmobile in this area is the Darrell Miller company, 415 South Riverside ave.



AMERICAN—The Rambler American, for the first time in 10 years, features completely new styling. American Motors Corporation has announced. The 1961 Rambler American also has reduced exterior dimensions but with the same interior room for six persons. A convertible and four-door station wagon have been added to the line, which also includes two-door station wagons and two-door and four-door sedans. A total of 13 models are offered. Local dealer for the Rambler American is Paul Lea Rambler, Bartlett and Fifth sts., Medford.

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