



CHEVROLET



DESOTO

Going faster now? Try a ride on a bumpy road. You'll be shocked at the lack of shock. Lincoln, Mercury, and Comet have a new hookup called cushion-link suspension, letting the wheels do some fore-and-aft traveling with up-and-down bounce. This system rolls over chuckholes as if the paving were new.

Tempest has a European-type "swing axle" at the rear, a time-proved advance. Front shock absorbers on the Rambler Ambassador—in distinctive dress this year, apart from other Ramblers—are redesigned to reduce rebound.

Stopping, like starting and moving, will also be better in 1961. All Cadillac brakes are finned, cooling them more rapidly and thus improving performance. Lincoln's brake life, thanks to many changes, is said to be doubled.

When you pull in at a gas station, you may be able to order regular gas instead of premium, because of engine changes. DeSoto, for example, now runs on regular fuel in its 1961 series—the new version, incidentally, of its lowest-priced line of 1960. Dart's lower compression ratio gives it remarkable tolerance for all kinds of gas; Valiant has been similarly respecified.

Buick can sell you a novel kind of option—a complete "regular gas" engine instead of the higher-compression specifications calling for extra-grade.

GAS-STATION stops for service, too, will be less frequent than in the past. Cadillac promises that your 1961 model is lubricated for the life of the car; all grease points are sealed. Ford promises no less than 30,000 miles between grease jobs!

Ramblers have a ceramic muffler and tail pipe whose life stretches far beyond past standards. Thunderbird's is aluminized, achieving similar results.

Plymouth and Valiant have a fine new primer treatment that freezes paint tighter to body metal. All makers are galvanizing and thickening those rocker panels just under the doors, and also the invisible inner body parts with similar rust tendencies.

All things for all people! Economy for the economy-minded, more riding comfort for luxury lovers, reduced maintenance for those to whom servicing is an annoyance, more performance for the want-action-fast people, greater body beauty in the classic sense. Surely the 1961s are true family cars, made to delight everyone in your home.



VALIANT



RAMBLER AMERICAN



OLDSMOBILE



LANCER (by Dodge) ▲ LINCOLN ▼



WHAT DO DOCTORS DO FOR TENSE NERVOUS HEADACHES?

3 out of 4 recommend the ingredients in ANACIN® for headache pain



WHEN you suffer pain from headache, neuritis or neuralgia, why not take what most doctors recommend—the ingredients in Anacin for fast relief! Here is why Anacin gives such superior pain-relief. Mere aspirin or even aspirin with buffering contains only one pain reliever. They have no special medication to relax your nervous tension. Anacin contains a number of medically proven ingredients, including special medication that not only relieves pain incredibly fast, but also relaxes tension and releases painful pressure on nerves. Anacin Tablets are safer, too. They have a smoother action and do not irritate or upset the stomach. Buy Anacin today!

Why ANACIN gives more complete PAIN-RELIEF



Most headaches are caused by tension that presses on nerves and results in headache pain. Tension headaches call for the special medication in Anacin. Unlike aspirin or buffered aspirin which contains only one pain reliever and has no special medication to relax tension—Anacin contains medication that (1) relaxes tension (2) releases pressure on nerves (3) relieves pain fast. That's why Anacin gives a better total effect—more complete pain relief.



FOR FAST, FAST, FAST RELIEF!