

Four Complete Lines, 33 Models Offered by Chevrolet in 1963

Four distinctive lines of 1963 Chevrolet automobiles are now on sale in Chevrolet dealerships in the area.

Offering 33 models in four separate categories—each aimed at a specific segment of the market—the 1963 cars represent faith in a continued strong national economy by Chevrolet, which is already on its way to setting an all-time industry sales record for 1963.

There are significant styling changes in the regular Chevrolets, a continuation of their unique automotive personalities by the Chevy II and the Corvair, and two entirely new bodies and a new chassis for the Corvette sports car. All models have significant mechanical improvements.

Taking the four members of the Chevrolet family one at a time:

REGULAR CHEVROLETS — The traditional big car emphasis upon luxurious transportation is continued in the 1963 regular Chevrolets, offered in 13 models in the Impala, Bel Air and Biscayne series.

There is a sleek, longer look with all-new styling. Straight windshield pillars improve access for driver and passengers. The new front grille of anodized aluminum extends the full width of the vehicle, while a depressed center area adds new interest to the broad rear deck lid.

Smooth, straight line styling gives the side of the new Chevrolets a flowing look of motion. A horizontal line highlights the sculpture of the side, extending from the foremost point of the front fender to the extended point of the rear fender. Lower, a slender accent rib from midway down the front fender skims the top of the rear wheel and carries through to the rear bumper.

Throughout the line, ventilated rocker panels provide a new measure of protection from corrosion. Doorlocks are improved to enhance passenger safety.

The Impala sport sedan has a fleet, new roofline and an optional vinyl top is available for the Impala sport coupe. Fifteen solid colors and 11 two-tone combinations are available in the regular Chevrolets. Interiors of the cars are entirely new and more luxurious for 1963.

MECHANICALLY, there are the following new features:

—A new six-cylinder 140 horsepower engine, higher in horsepower and yet 23 per cent lighter than its 1962 counterpart, teams with a revised 238 cubic inch V8 and five other V8 engines to offer engines ranging from 140 to 425 horsepower.

—Brakes are self-adjusting, mufflers will have longer life, and the lightweight Powerglide transmission used with the 327 cubic inch engine option in 1962 is extended to all models.

Delcotron generators are standard on all models, assuring ample reserve electrical power for added accessories and longer battery life.

—All radios are transistorized for 1963.

—The standard equipment heater is new as are the optional all-weather and custom air-conditioners.

CHEVY II—In its second year on the market, Chevy II continues the basic styling of the previous model with new exterior and interior appointments. There are 10 models in three series.

There is a new grille and wide hood and deck lid emblems to give a more massive look to the car. There are new body side moldings for the 300 and Nova 400 series.

For 1963, Chevy II offers Super Sport options on its Nova 400 sport coupe and convertible, featuring bucket seats and all-vinyl interiors. Fifteen solid colors and 11 two-tone combinations are available on Chevy II models.

Mechanically, the Chevy II has self-adjusting brakes and Delcotron

generators. Four- and six-cylinder engines again are offered, with minor improvements. Longer-life mufflers are standard on all models. Radios are completely transistorized.

CORVAIR — Chevrolet's distinctive engines again are offered, with minor improvements. Longer-life mufflers are standard on all models. Radios are completely transistorized.

Styling changes are confined to ornamentation and molding details. Otherwise, America's first rear engine car continues its unique personality.

There are eight models of Corvair, ranging in variety from the Monza Spyder convertible to two models of the popular Corvair Greenbrier sports wagon. Fifteen solid colors plus two-tone combinations are offered.

Mechanically, Corvair has self-adjusting brakes, more durable exhaust system and changes in front suspension and steering linkage. Engines have numerous improvements and radios are transistorized.

CORVETTE—In its tenth year on the market, America's only production sports car is redesigned and

re-engineered for the first time. In addition to the convertible (with optional hardtop) model offered in the past, there is a new "fast-back" sport coupe.

For the first time, Corvette offers optional power steering, power brakes and air-conditioning for the customer who wants a sports car but also wishes to retain the driving conveniences to which he has become accustomed.

Mechanically, there are a host of improvements, including a completely new chassis, four-wheel independent suspension, self-adjusting brakes, improved steering and Delcotron generators.

ESPECIALLY DRAMATIC are the retractable headlights which rotate up from the airfoil-shaped front end at the touch of a switch by the driver.

Both Corvette models are known as the "Sting Ray." Their sleek, aerodynamic fiberglass bodies will be available in seven high-quality acrylic lacquer finishes.

Corvettes for 1963 are two inches lower and four inches shorter in wheelbase than 1962 models. In addition to their exterior styling, interiors have been completely redesigned for 1963.

Pontiac Reveals 1963 List Prices

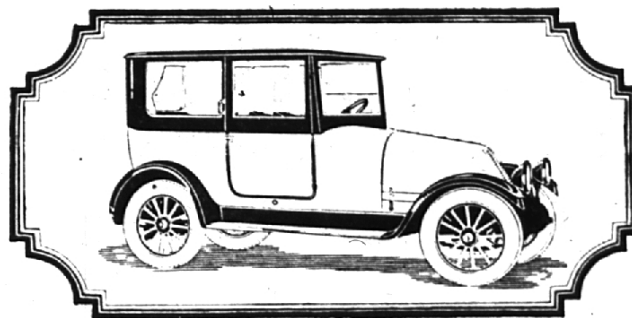
Factory list prices for the 1963 Pontiac and Tempest lines have been announced by E. M. Estes, general manager of Pontiac Motor Division, and General Motors vice president.

Pontiac and Tempest factory list prices have not been increased over 1962. This is the fifth consecutive year in which Pontiac prices have remained constant in spite of product improvements, Estes related.

The 1963 factory list prices exclusive of federal, state and local taxes, destination and dealer handling charges are as follows:

Tempest Series	
Coupe	2,199
Sedan	2,043
Sports Coupe	2,092
Safari Station Wagon	2,293
Convertible Coupe	2,343
Le Mans Series	
Coupe	2,207
Convertible Coupe	2,507
Catalina Series	
Sports Sedan	2,477
Sedan	2,543
Sports Coupe	2,602
Vista Sedan	2,673
Convertible Coupe	2,892
Safari Station Wagon (4 passenger)	2,912
Safari Station Wagon (9 passenger)	3,012
Star Chief Series	
Sedan	2,822
Vista Sedan	2,946
Bonneville Series	
Sports Coupe	3,057
Vista Sedan	3,127
Convertible Coupe	3,262
Custom Safari Station Wagon	3,312
Grand Prix	3,186
Grand Prix Coupe	3,186

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G. M. Sales On the Rise In September

General Motors retail automobile dealers sold 178,384 new cars during the month of September, K. E. Staley, GM vice president in charge of the Distribution Staff, announced today.

"Sales by GM retail dealers were thirteen per cent above the 157,929 units sold during the comparable month of last year," Mr. Staley declared. "September business, added to that of recent months, has eliminated any dealer model cleanup problems. Meanwhile, used car sales are holding at a high level and the increase in commercial vehicle sales over a year ago gives indication of continued high volume sales for the industry."

Despite the fact the September final ten-day period sales declined slightly, total calendar year new car sales by dealers increased 38.6 per cent over the first nine months of last year, Mr. Staley declared.