

Sports Car Appeal

The custom-built 1963 Grand Prix, which Pontiac says is the "most distinctive series" it has ever produced, represents "an idyllic combination of sports car appeal and superior

performance." Note the sweeping grille, vertically arranged headlights flanked by the parking and turn signal lamps and the crisply sculptured side panels.

'Smilemanship' Is Result of New Gimmick

What color is happy? Where can you find an elephant with an aqua trunk?

Visitors to Lincoln - Mercury dealerships will find the answers to these and other questions in a "1963 Car Buyer's Coloring Book."

According to the preface, the book is "dedicated to artistic new car buyers who want to learn some

colorful facts about the new Mercurys for '63 but are too busy to read boring statistics."

Called "smilemanship" by Lincoln - Mercury Division, the new method of dispensing product information is geared to the lighter side of salesmanship. Mercury features are outlined in black and white and the reader is invited to

color each item appropriately.

For example: "This is a dip stick. Isn't that a funny name? It tells you when to add oil. Sometimes old oil must be replaced with new, clean oil. You don't have to do this as often with a Mercury. You can drive 6,000 miles or 8 months first. Do not color this page. Squirt oil on it."

The Thunderbird: Revised Interior

Thunderbird for 1963 incorporates more than 2,500 engineering and design changes readied over the last 18 months.

"The Thunderbird is the most changed car we are offering for 1963," said Lee A. Iacocca, Ford Motor Co. vice president and Ford Division general manager.

"Yet, for the most part, the changes are inside the vehicle," he said.

Thunderbird features include 100,000-mile chassis lubrication; a new, quieter, longer-life exhaust system; new hydraulically-powered windshield wiper motor; new alternator; new windshield molding to reduce wind noise and new circuit breakers built into the power windows. The traditional 1,000-mile new car inspection has been eliminated.

"THE 1963 Thunderbird continues the styling integrity and progressive improvement that led to sales of 405,000 Thunderbirds since the car's introduction in 1954," Iacocca said.

Thunderbird for 1963 retains its

traditional classic styling, enhanced by a new sculptured line that begins at the tip of the front fenders and flows into the door surface.

Inside the 1963 Landau Thunderbird, new touches of luxury include a simulated walnut-grained effect on the doors and instrument panel, the personal console and steering wheel. Courtesy lights are built into the doors and bright new seat shields add to the feeling of modern luxury.

WIND NOISE is decreased in the 1963 Thunderbird by uniquely designed functional moldings sculptured to deflect air turbulence. A new rubber strip over the windshield header further reduces wind noise.

A new type of exhaust pipe reduces noise by pipe resonance. The piping system is aluminumized at the critical corrosion areas along with an aluminumized and stainless steel muffler for durability.

All 1963 Thunderbirds are equipped with an alternator instead of a generator to provide more positive generating capacity at low engine speeds.

New series-wound motors are incorporated into all window regulators to reduce the current required to operate the window.

WHERE WIRING is exposed to high temperatures, it is protected in the 1963 Thunderbird by the finest, high-temperature - resistant insulation ever produced. Known as "Hypalon Insulation," it will not melt at temperatures up to 400 degrees F. and it is also highly resistant to oil, grease and chemicals. As an added protection, the wire bundle is enclosed in a vinyl tube which reduces abrasion of the wires.

Thunderbird for 1963 continues to offer, as standard equipment, features not available (or available only as optional equipment) on other cars.

Included are a high performance 390-cubic-inch engine, dual range automatic transmission, power steering, swing-away steering column, power brakes, back-up light, wheel covers, undercoating, padded instrument panel and sun visors, remote control outside rear mirror, heater, radio, interior door trim panel and courtesy lights.

THUNDERBIRD options newly available for 1963 include speed control which automatically maintains the selected highway car speed without driver effort, vacuum door locks which lock doors with the touch of a button, wire spoke wheels newly extended to all Thunderbird models, deluxe wheel covers, AM-FM radio and rear seat reverberator speaker on hardtop models for truer sound reproduction.

Three-in-One Station Wagon Revolutionary

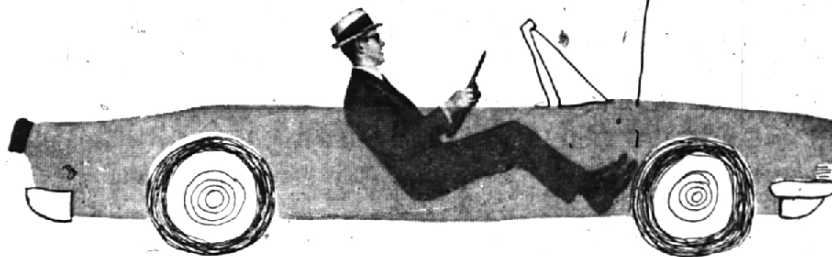
Studebaker's revolutionary new Wagonaire, the most important innovation in station wagon design since abandonment of the wooden body, especially lends itself to fleet use, running the gamut from the traveling salesman through governmental services to the heavy construction industry.

The wagonaire is actually a three-in-one vehicle.

It serves as either a station wagon, convertible or pickup truck. The roof on the Wagonaire, which slides forward 40 inches, allows space for hauling tall, extra heavy, or bulky items heretofore too troublesome to wedge into a station wagon.

The open-topped rear can be loaded by walking directly over the tailgate as with an open pickup truck bed.

you
pick
it—
we'll
put
you
in it



When that brand-new model in your dealer's showroom steals your heart, let us put you behind the wheel with a quick, convenient **auto loan**. You get our low bank rates . . . and our experience can save you both time and effort. Tell your dealer you want to go with **Detroit Bank & Trust** or see us yourself.

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