

Crisp Sculptured Look Sets Off New Chrysler

An entirely new and crisp sculptured look of elegance distinguishes the 1963 Chrysler now on display in dealer showrooms throughout the Birmingham-Bloomfield area. Along with a fashionable new look, much more is new in the 1963 Chrysler—new body structure, new brakes, new engine options, new economy features, new interiors and new, improved passenger roominess, safety and comfort, Chrysler Corp. officials report.

"WE HAVE been told by architects and design authorities in many fields that the 1963 Chrysler embodies the best of contemporary design and is in many ways a leader in this area," C. E. Briggs, Chrysler vice president and general manager of the Chrysler-Plymouth Division, said.

"However, while we have made a

distinctive appearance change in Chrysler we have retained the traditional big car appeal and engineering which has seen Chrysler register continuous sales gains over the past four years," Briggs said.

In 1963 Chrysler maintains its policy of building only full-size cars, he said.

ALSO NEW is a warranty for five years or 50,000 miles, whichever comes first, to cover the major power train components on all 1963 Chrysler automobiles sold in the United States and Canada. Chrysler is the first of the medium price cars to offer such extended owner protection.

Chrysler retains its model lineup which proved successful in 1962. The Newport, a full-sized, lower priced car, will be offered as a four-

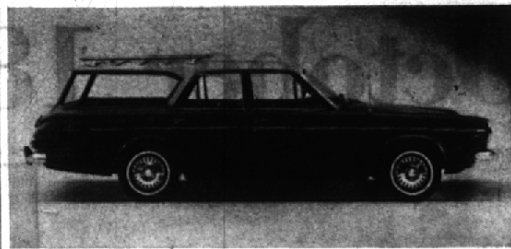
door sedan, two and four-door hardtop, convertible coupe and six and nine-passenger station wagon.

The 300 series, Chrysler's entry in the growing performance sports car market, will be available in three body styles: two and four-door hardtops and a convertible coupe.

THE NEW-YORKER, built for the motorist who wants the ultimate in medium price car luxury, will have a four-door sedan, a four-door hardtop and six and nine-passenger station wagons.

A Chrysler 300J will be introduced later in the year. In all, Chrysler offers 14 models in six body types.

Uncluttered, sharp lines impart a crisp, custom tasteful richness to the 1963 Chrysler. The car has a new distinctive single roof panel for both sedans and hardtop models. Another styling feature of the Chrysler is the wide C-pillars and limousine-type rear window.



New Dodge Compact

Dodge's new compact Dart line for 1963 includes nine sedan, hardtop, station wagon and convertible models. The all-new Dart 270 station wagon is pictured above.

Longer, Roomier Dodge Models Made for 1963

Dodge has introduced a longer, roomier, standard-size entry in the low-price car market.

The 1963 Dodge is built on a 119-inch wheelbase and is six inches longer than last year's models. The Dodge line offers a choice of 24 different models in three series.

Both the popular-price Dodge and its compact companion, the 1963 Dart, are now in area dealers' showrooms.

The new Dodge, the compact Dart and the luxury-line Dodge 880—to be introduced in December—will give motorists "the widest selection of cars in the company's 49-year history," says company officers.

"WE HAVE increased the size of the Dodge, given it greater performance capabilities, lengthened its potential life and reduced its servicing requirements. We have done this, especially, to permit its owners to take full advantage of our nation's fast-growing network of fine highways and freeways. "Owners of 1963 Dodges will be able to travel longer distances more rapidly, with maximum safety and in greater comfort. "Further, we believe that the 1963 Dodge has been engineered and styled so that it meets completely the needs and desires of a majority of the American car buyers," they say.

THE BIGGER dimensions of the models make possible substantial increases in passenger roominess and comfort, and in trunk space. Leg room for back seat passengers, for example, has been expanded by nearly two inches and knee clearance by nearly one and one-half. Trunk space has been increased by more than 10 per cent.

While the Dodge is larger, less than 45 pounds of weight have been added and its power-to-weight ratio has been maintained.

THE 119-INCH-wheelbase Dodge

is offered in these three series; the lowest-price "330," the middle-line "440," and the deluxe Polara.

Eight sedan and station wagon models are in the 330 series; eight sedan, hardtop and station wagon models in the 440 series; and six sedan, hardtop and convertible models in the Polara series.

In addition, there are two high-performance sports models—the Polara 500 two-door hardtop and convertible. Both have bucket seats and convenience consoles.

The Dodge for '63 also offers a wide choice of engines, including a 225-cubic-inch Slant Six and a family of V-8's with displacements ranging from 318 to 383 cubic inches.

Auto Show

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display in Cobo Hall's main exhibit area. Each motor vehicle company has been allocated more space to show its products than ever before.

Four times daily during the show, the new models will star in a half-hour musical extravaganza, underscored by talented musicians and dancers.

And while the man of the house busies himself with all the multiple technicalities of carburetors and engineering mysteries, his wife can turn to gear of another kind in the fashion shows which will be shown at 2:30 p.m., Oct. 22-27.

AT 11 A.M. SUNDAY, an antique car rally will find bystanders lined up along Woodward Avenue to see 50 venerable vehicles chugging down an avenue that is far removed from the muddy, rutted roads of an earlier day.

For those of a more serious bent, the show will offer a special presentation of the George Pierrot World Adventure Series from Oct. 23, through Oct. 27, at 3 and 8 p.m.

Vehicle safety will be showcased in a special series of educational exhibits on the problems of air pollution and their relationship to motor vehicles.

THE SHOW WILL be opened to the public officially at noon Saturday but prospective visitors will have a titillating taste beforehand on the "Today" show. TV will continue to give coverage to the show during the week.

Automotive old timers, in an automobile show tradition, will gather at a dinner before the official opening. This year, they will hear K. T. Keller's reminiscences of a career that carried him to the presidency and board chairmanship of the Chrysler Corp.

TRAVELERS FROM more than 54 nations are expected to attend the current show and an international lounge in Cobo Hall will help them to feel as at home as an American in Paris.

They will mingle with Yankees from all 50 states in a show that is expected to exceed the 1961 attendance records of nearly 1½ million.

And everyone will agree that the family chariot has come a long way since that first show, way back in 1900.

1963 Plymouth Has Look To Match Go



One of 26 new models which Plymouth introduces in the low-priced field for 1963 is the Sport Fury 2-door hardtop above. All Plymouth models have an appealing new styling with a wider, longer look to match the car's famous get-up-and-go performance. Fully unitized bodies are made even better this year by additional corrosion protection, seats are more comfortable and durable, and surer starting at low temperatures is assured by an improved starter.

There are four series, Savoy, Belvedere, Fury and Sport Fury. The engine line-up includes the 225 cu. in. inclined Six, the 318 cu. in. Fury V-800, both standard power plants and both retaining their celebrated economy features; a new 361 cu. in. power pack engine, and a high-performance 383 cu. in. Golden Commando V-8 engine. All 1963 Plymouths will carry a new warranty for five years or 50,000 miles on major power train components.

See them now at Birmingham Chrysler-Plymouth, Inc.

1963 Valiant Has Fully New Design



Valiant's completely new design for 1963 as shown in this Signet 200 two-door hardtop marks the first major styling change in the popular compact field since the fall of 1959. Two new convertibles have been added for '63 to the Valiant line, Chrysler Corporation's lowest price compact entry. All Valiants are longer with many quality interior refinements, added seat comfort and durability, new heater and fresh air

ventilation system, improved starter, increased alternator reliability, and a five year or 50,000 mile warranty on major power train components. The standard engine is the economical 170 cu. in. slant six, biggest in its field. A peppery Super 225 cu. in. six is optional. The Valiant body is a more-efficient, all-welded structure for 1963. Fuel tank size has been increased from 14 to 18 gallons.

See them now at

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