



The Roof Slides

Studebaker Corp. calls this "one of the most revolutionary styling changes in station wagons since the dropping of the wood panel body." The new, four-door 1963 Wagonaire features a sliding metal roof panel. The one-piece tailgate has a roll-up rear glass, manually or electrically operated.

Engineering Refinements, New Design Featured in 1963 Buick

Buick Motor Division introduced its new line of cars for 1963 with all series distinctively styled in a completely new design and featuring numerous engineering refinements which will reduce maintenance costs and increase safety and ease of operation.

All regular-size Buicks maintain approximately the same dimensions as last year, but the Special series models will be four inches longer.

The Wildcat, introduced last spring, has been expanded into a complete series for 1963 with three models offered in a two-door and four-door hardtop and a convertible. A four-speed, floor-mounted transmission is available as an option on all Wildcat models. Front bucket seats, with center console housing the transmission control, are standard on the Wildcat convertible and two-door hardtop, and optional on the four-door hardtop.

"THIS IS THE first time Buick has ever offered its complete line with distinctive styling for each series," said Edward D. Rollert, general manager of Buick and vice president of General Motors. "From the Special right up through the Riviera and Electra 225, each series has a completely different appearance."

The Electra 225 can be identified

by its long, straight rear fenders that extend beyond the body panel, by its unique, concave taillights and by the four ventiports on the front fender.

The Wildcat has its own grille design with brushed stainless steel moldings extending down the sides from the headlight to the middle of the front door. A similar molding across the back, between the taillights, identifies the Wildcat from the rear.

The new Special, top selling car in its class, has been increased in length from 188.4 to 192.1 inches. The additional length is in the rear fenders which extend beyond the body panel, and bumpers, both front and rear, have been made deeper, giving the Special a more massive look.

Smart new interiors, luxuriously done in a wide choice of nylon, leather and vinyl fabrics, add to the overall decor of both the Special and regular line. All-vinyl interiors are available in two-door and four-door models of LeSabre series for the first time.

ENGINEERING refinements, include self-adjusting brakes, the new Delco-tron alternator generator which charges the battery while the engine is idling, and an adjustable steering wheel that can be set

in seven different positions to suit the individual driver. This is offered as optional equipment on the regular line only.

Another new option on the regular line is a cruise-control for turnpike driving. The cruise-control can be set for any legal speed above 30 miles an hour and the car will maintain that speed. A touch of the brake pedal releases the cruise-control when a change in speed is desired.

Engine options on the Special remain the same with the 198 cubic inch V-6 as standard on the regular models and optional on the deluxe. A more powerful 215 cubic inch aluminum V-8 with 9-to-1 compression ratio is standard on the deluxe models with the V-6 available as an option. The 215 cubic inch Skylark aluminum V-8 engine with 11-to-1 compression ratio and four-barrel carburetor is optional on both the standard and deluxe models of the Special.

In LeSabre models, a three-speed synchromesh transmission is standard. The Turbine Drive transmission, which has been improved for 1963, is an option. Turbine Drive is standard on all other models in the regular line.

INSTRUMENT PANELS in all models have been re-designed with control knobs recessed, wherever possible, for greater safety.

The self-adjusting brakes automatically compensate for lining wear and eliminate the need for periodic brake adjustments.

The biggest single improvement in optional equipment is, in Buick's new air-conditioning system in the regular line and in the Riviera. The evaporator and heater core are en-

Ford Galaxie Boasts New Styling, Engine

Described as "the most service-free standard-size American car ever offered," the 1963 Ford Galaxie features completely new styling, a new high economy V-8 engine, new 36,000-mile major lubrication interval and a new, soft-riding "compliance-link" suspension.

"The 1963 Galaxie represents an all-out effort by our stylists, engineers and product planners to capture an even greater share of the volume standard-size market," said E. F. Laux, Ford Division general marketing manager.

The Galaxie is currently accounting for 46 per cent of Ford Division sales as a separate car line, Laux said, with the sleek "500 XL" series taking one out of every eight Galaxie sales.

"THIS CONSUMER trend to sporty and luxurious cars keynotes both the styling and the many comfort and convenience features offered in all 1963 Galaxies," Laux said.

Those features include an optional Thunderbird-type swing-away steering column for convenience of entry. Vent windows are crank operated, seat cushions feature three inches of foam rubber, interior door handles are luxurious paddle-type and a new AM-FM radio is optional.

An all-new, three-speed manual shift, synchromesh transmission is standard on all 1963 Galaxie models. The new transmission, first of its type ever offered on U.S.-built passenger cars, is synchronized in all forward gears to minimize hard shifting, gear clash and tooth wear.

THE 260 CUBIC inch Challenger engine is designed to operate on regular fuel.

Custom performance is available in 35 different levels through various combinations of six engines, five transmissions and nine rear axle ratios.

Two-, four- and six-barrel carburetion for selected blends of performance and economy are offered on several of the engines.

A new four-door hardtop model in the Galaxie "500 XL" series heads the list of 14 new Galaxies in three series for 1963.

The Galaxie series includes two- and four-door sedans; the Galaxie 500 series includes two- and four-door sedans, two- and four-door

hardtops and a two-door convertible.

The sporty Galaxie "500 XL" series now includes a two-door convertible and two- and four-door hardtop models.

Ford's station wagons feature four models for 1963 including four-door, six- and nine-passenger Country Sedans and Country Squires, Laux said.

THE "COMPLIANCE-link" is designed to permit shock absorption in the least-resistant horizontal as well as in the vertical plane. To introduce horizontal resiliency in the new Galaxie suspension, the lower arm front anchor is hung on a crank. Road shocks are fed back to the suspension at a more acceptable angle to cushion road shock and give a smoother, quieter ride.

Completing the new suspension is a rear suspension horizontal component so that each wheel also can absorb disturbances horizontally as well as vertically.

ALL OF THIS adds up to a much smoother and quieter ride in the 1963 Galaxie than has ever been experienced in the past.

The Thunderbird 406 V-8 heads the list of six 1963 Galaxie engine choices.

Triple carburetion and Ford's all-synchronized, four-speed floor-stick transmission are features of the Thunderbird 406 V-8.

Other engines include the Thunderbird 390 Special V-8 developing up to 300 horsepower, the Thunderbird 352-cubic-inch Special V-8 rated at 220 horsepower, and the Thunderbird 406 High-Performance V-8 delivering 385 horsepower.

NINE REAR axle ratios combine with five transmissions—standard synchromesh three-speed, overdrive, Fordomatic, Cruise-o-matic and 4-speed manual floor shift—complete the Galaxie performance and economy lineup for 1963.

The traditional 1,000-mile new car inspection has been eliminated. "From the time a new Galaxie rolls out of the dealership, no routine maintenance is required for 6,000 miles—about six months for the average driver," according to Laux.

The major lubrication interval has been extended to 36,000 miles and the same figure applies to change of radiator coolant, fuel filter, air cleaner element and front wheel bearing lubrication, he said.

Mercury Meteor Line Expanded

A "highly successful" first year for the Mercury Meteor has led Lincoln-Mercury Division to expand the car to a full line for 1963. Five new models—two hardtops and three station wagons—have been added.

"While we offered the Meteor initially in only two body styles, a two-door sedan and a four-door sedan, its sales success proved there is a solid place in the market for a quality car of the Meteor size," said one company executive.

The 1963 Meteors will feature refined styling with more luxurious interior appointments, reduced maintenance, new or improved options and accessories, and better engine-transmission characteristics.

THE NEW hardtops—in the Meteor Custom and S-33 bucket seat series—are two door models with a fleet-appearing low silhouette and a long rear deck. Both hardtops provide even more trunk space than the Meteor sedans.

The three new station wagons are four-door models. They are in the Meteor and Meteor Custom series, plus a top-of-the-line Meteor Custom Country Cruiser which features simulated mahogany side paneling.

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